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CableVision

INFORMATION AND ANALYSIS FOR CABLE TELEVISION MANAGEMENT

APRIL 9, 1990

N HA! CUT IT?

MIXED REVIEWS ON CABLE EEO

HDTV

Are you ready for 1993?

***************5-DIGIT 20814
43603 900507 CVMP 1 301
CONGRESSTIONAL INFO SRV SF ###
EDITOR/ACQUISITIONS ###
4520 EAST WEST HIGHWAY
BETHESDA MD 20814

CableVision

INFORMATION AND ANALYSIS FOR CABLE TELEVISION MANAGEMENT APRIL 9, 1990

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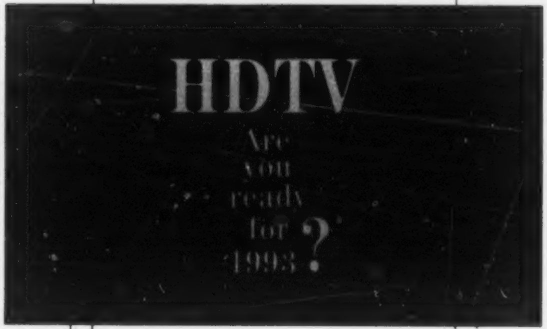

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Three industry conventions occupy the same two-week period in September, and exhibitors are not happy

Diversified Publishing Group 1990. A division of Capital Cities Media Inc. All rights reserved. *CableVision* (USPS 547-410) (ISSN 0361-8374) is published biweekly by Diversified Publishing Group, 600 S. Cherry Street, Suite Denver, Colorado 80222 or P.O. Box 22955, Wellshire Station, Denver, CO 80222. April 9, 1990, Volume 14, Number 21. Subscription price: 1 year, $55.00; 2 years, $98.00. Outside USA 1 yr. $124; 2 yr. $205; 3 yr. $274. PREPAYMENT IN U.S. FUNDS ONLY! Second-class postage paid at Denver, Colorado and additional mailing offices. POSTMASTER: Please send address changes to: *CableVision*, 600 S. Cherry St., Suite 400, Denver, Colorado 80222

The CABLE POLL DATABASE

™Midwest CATV • CED • CableVision

Cable operators implementing CLI compliance programs before July 1 FCC rules kick in

By Larry Jaffee

Despite a Federal Communications Commission official's forecast at the last Atlantic Cable Show that the agency expected about 60 percent of the country's cable systems to fail the agency's new cumulative leakage index rules, 76 percent of the respondents to The Cable Poll™ survey last August said they would pass the test.

In the latest survey commissioned by Midwest CATV and *CableVision* magazine conducted in February, 94 percent of the 396 reporting systems said they have developed a plan to correct leaks, and 95 percent said they presently own equipment to test signals to insure CLI compliance on an ongoing basis.

Fifty percent said they completed work on correcting leaks. That's interesting, considering that when the survey was last taken in August 1989, 81 percent said they completed work on correcting leaks, signifying that the cable industry has been well aware of the need to be prepared for the forthcoming CLI rules.

Number 2 in a series of eight

However, 67 percent of the respondents in the latest poll believed that the FCC did not have the authority to permanently take away a cable system's right to cablecast some channels. In fact, 6 percent said the FCC couldn't levy monetary fines for non-compliance, while 16 percent said the FCC couldn't temporarily remove some channels.

"That's their opinion," responds John Wong, assistant chief of the FCC's cable branch. Apparently, those respondents weren't aware of the FCC ordering Paragon Cable of Graham, Texas to close down an unprecedented three mid-band channels and pay a $4,000 fine last November.

Wong can't estimate how many systems would fail today because the FCC's internal statistical reports won't be available before July or August. However, Wong senses that many operators "have gotten into high gear" since October. "A lot of funds are being allocated to the issue. But I still believe a certain number still have a problem."

According to the Cable Poll™, the size of system doesn't figure heavily in whether operators are making investments to insure CLI compliance, since 92 percent of the respondents with less than 10,000 subscribers and 94 percent with more than 50,000 subs said they own equipment to test signals on an ongoing basis.

But the size of MSO apparently does make a difference. Ninety-nine percent of both the MSOs in the top 25, and those that rank from 26-100, reported that they own the CLI equipment. However, once past the top 100 into mom-and-pop cable land, those operators with the equipment dips to 85 percent.

Also showing that the cable industry is getting ready for the rules is that percentage of systems that commissioned an aerial flyover or ground survey jumped from 61 percent in August 1989 to 72 percent in Feburary 1990.

Wong says the key for operators is continuous monitoring. "Systems can't be fixed overnight. Even though you fix a leak, a new bunch can crop up the next day. It could be squirrel season," he sums up. ■

Adding up your answers:

Do you think that the FCC will PERMANENTLY remove your right to cablecast some channels?

# Subscribers

	Total	Less 10K	10K -50K	Over 50K
Total	396	203	137	32
% Yes	20	19	20	28
% No	67	67	71	59
% Don't know	14	15	9	13

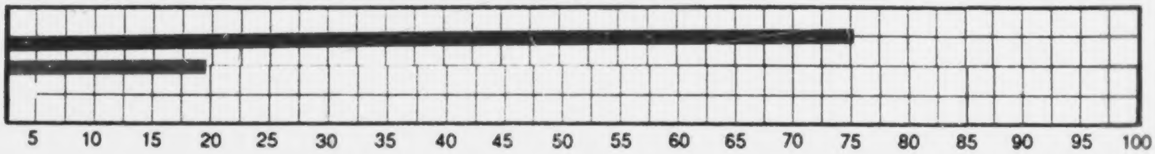
Does your system presently own equipment to test signals to insure compliance with the cumulative leakage index rules on an on-going basis?

# Subscribers

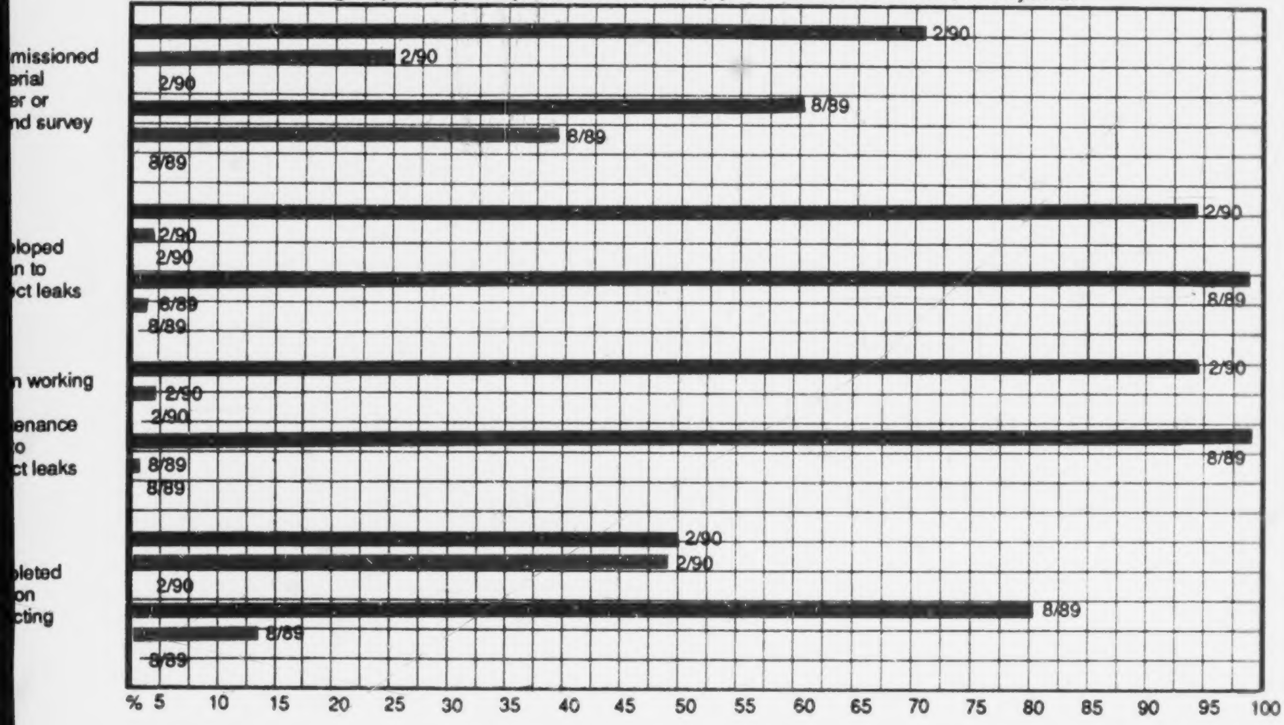
	Total	Less 10K	10K -50K	Over 50K
Total	396	203	137	32
% Yes	95	92	99	94
% No	5	8	1	0
% Don't know	1	0	0	6

HOW THE POLL WAS CONDUCTED: The Cable Poll™ is conducted for Midwest CATV and *CableVision* magazine by Ryan/Samples Research Inc. Telephone interviews for this edition of the poll were conducted Feb. 1-15 with a random sample of 396 system management personnel obtained from CableFile Research. Cable Poll™ researchers are 95 percent confident that the results are an accurate reflection of the total industry within plus or minus 5 percentage points.

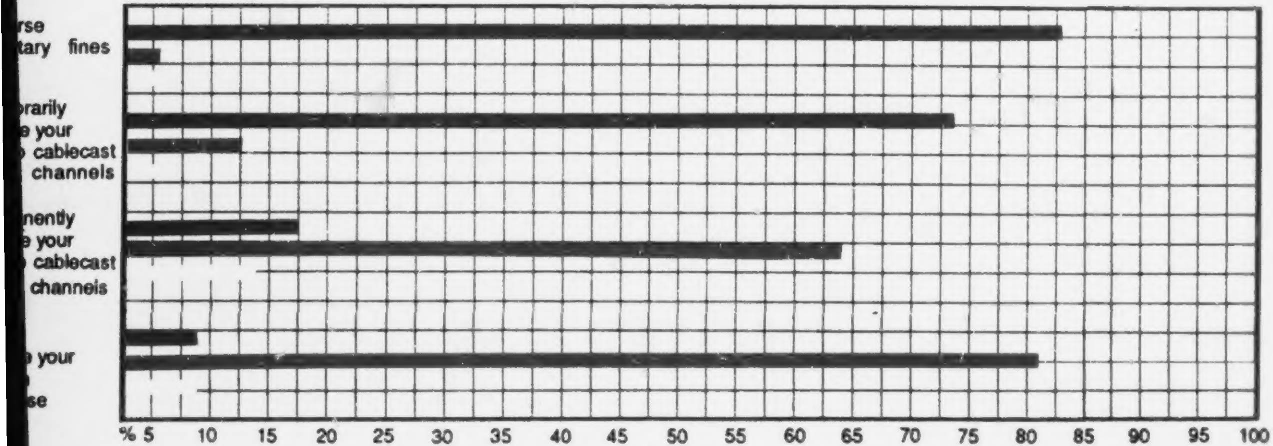
As you probably know, the FCC's cumulative leakage index rules take affect on July 1st of this year, if your system were inspected today, do you think it would pass the leakage rules?



Which of the following steps has your system taken to comply with the new CLI rules, have you ...



Which of the following do you believe are possible punishments that can be levied by the FCC for non-CLI compliance? Can the FCC...?



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DATABASE

Subscriber Count

Satellite national services

Basic services	**Affiliates**	**Subscribers**
ACTS Satellite Network	450	9,200,000
Alternate View Network	300	4,500,000
Arts & Entertainment Network (A&E)	4,900	43,000,000
Black Entertainment Television	2,150	25,500,000
CNBC	950	14,500,000
Cable News Network	12,590	54,400,000
Channel America	3	67,529
C-SPAN	3,764	48,100,000
C-SPAN II	738	20,100,000
The Comedy Channel	500	6,000,000
Country Music Television	1,791	10,300,000
The Discovery Channel	7,052	47,400,000
Eco/Galavision	300	1,000,000
ESPN	21,500*	55,340,000
Eternal Word Television Network	580	13,300,000
The Family Channel	8,659	47,297,000
Family Guide Network	60	4,500,000
FamilyNet	356	4,031,155
Financial News Network	3,550	32,700,000
FNN Sports	1,600	20,000,000
HA! TV (new)	N.A.	N.A.
Headline News	4,671	40,900,000
Home Shopping Network	1,488	16,928,895
Home Shopping Network II	384	6,796,525
The Inspirational Network	795	6,417,000
International Television Network	25	7,868,900
J.C. Penney TV Shopping Channel	150	6,100,000
KTVT	481	3,600,000
The Learning Channel	1,228	19,200,000
Lifetime	4,600	46,400,000
Mind Extension University	156	8,000,000
Mizlou Sports News Network	N.A.	5,000,000
MTV	6,015	49,700,000
Movietime	500	14,000,000
The Nashville Network	8,604	48,000,000
National College Television	194	5,600,000
Nick At Nite	3,725	46,500,000
Nickelodeon	7,100	48,500,000
The Nostalgia Channel	430	8,540,000
Prevue Guide	607	14,966,939
QVC Network	3,000	35,000,000
RFD TV	30	2,182,190
Silent Network	206	14,600,000
SportsChannel America	25	2,100,000
TBS Superstation	13,351	52,600,000
Telemundo***	8	110,000
TNT	4,700	40,000,000
The Travel Channel	511	14,000,000
Trinity Broadcasting Network	890	12,400,000
Univision***	500	509,500
USA Network	10,100	51,500,000
VH-1	3,000	34,600,000
Vision Interfaith Satellite Network	402	7,500,000
The Weather Channel	4,200	43,043,000
WGN-TV	12,248	31,000,000
WWOR-TV	2,900	13,500,000
WPIX-TV	840	9,378,474
WSBK-TV	73	227,936
Bonus/basic services		
American Movie Classics	2,000	24,000,000
Bravo	400	4,000,000
Pay services		
Cinemax	3,650	6,600,000
The Disney Channel	6,100	5,003,000
Home Box Office	7,400	17,000,000
The Movie Channel	3,250	3,000,000
Showtime	6,000	7,300,000
Tuxxedo Network	26	20,000
Audio services		
AEI Lifestyle	142	2,578,838
AEI StarTracks Vocal Hits	26	854,390
C-SPAN Audio Network	8	548,100
C-SPAN Audio Network II	4	440,700
Cable Radio Network	62	2,300,000
Galatic Radio	165	4,300,000
KKGO Super Jazz	18	133,639
Moody Bible Institute	63	1,058,368
Satellite Radio Network	237	483,000
Tempo Sound	125	1,250,000
WFMT Chicago	170	1,259,804
Text services		
AP News Cable	185	2,500,000
AP Business Plus	54	1,400,000
AP News Plus	75	2,100,000
Cable SportsTracker	40	1,175,870
EPG	127	4,446,737
EPG Jr.	366	379,570
Genesis Storytime	39	1,550,000
Reuters NewsView	127	2,437,000
Computer services		
DBC/MarketWatch	462	N.A.
Electric Toy Box (new)	600	N.A.
X*Press Executive	545	30,000
X*Press X*Change	545	N.A.
Cross-channel promotion services		
NuStar	351	10,097,742

Non satellite-fed national services

Basic services	**Affiliates**	**Subscribers**
Cable Video Entertainment	650	16,000,000
Consumer Classified Ad Network	3	195,000
Fuji Network	3	12,000
Vector Consumer Shopping Guide	9	325,000
Pay services		
Nippon Golden Network	5	13,600

Interactive services

Basic services	**Affiliates**	**Subscribers**
Video Jukebox Network	40	4,000,000

Regional services

Basic services	**Affiliates**	**Subscribers**
Arizona Sports Programming Network	N.A.	210,000
Atlanta Interfaith	3	225,000
Bay Area Religious Channel	6	113,000
Cable TV Network of New Jersey	34	1,396,451
The Ecumenical Channel	9	170,000
Florida Tourism Channel (new)	20	754,000
KBL Entertainment Network	67	1,200,000
Life Newsvision	35	50,000
Madison Square Garden Network	168	3,475,000
Meadows Racing Network	14	600,000
News 12 Long Island	4	594,000
Midwest Sports Channel	90	275,000
Niagara Frontier Sports Network	13	800,000
Northwest Cable Sports Network	3	700,000
Pacific Sports Network	N.A.	1,000,000
Pennarama	28	750,000
Prime Cable	9	381,938
Prime Sports Network	108	675,000
Prime Sports Network (Northwest)	N.A.	1,300,000
Prime Sports Network (Utah)	26	273,000
Prime Ticket	163	3,800,000
SportsChannel (Chicago)	70	1,600,000
SportsChannel (Ohio)	11	610,000
SportsChannel (Philadelphia/new)	27	500,000
Sunshine Network	200	2,800,000
Pay services		
Home Sports Entertainment	250	1,700,000
Home Team Sports	180	1,500,000
New England Sports Network	171	317,201
Prism	87	427,000
Pro-Am Sports	200	500,000
SportsChannel (Florida)	54	950,000
SportsChannel (Los Angeles)	76	125,000
SportsChannel (New England)	164	1,200,000
SportsChannel (New York)	103	1,300,000

Note: Figures for affiliate/subscriber counts will be updated quarterly unless information is provided by the service. Send information to: CableVision, Cable Stats, 345 Park Avenue South, 9th Floor, New York, NY 10010.

N.A. denotes information not available. *Includes MMDS and SMATV systems. **Count represents standalone affiliates/subscribers; portions of SC America are carried on Home Team Sports and the SportsChannel family of regional services. ***Spanish-speaking households.

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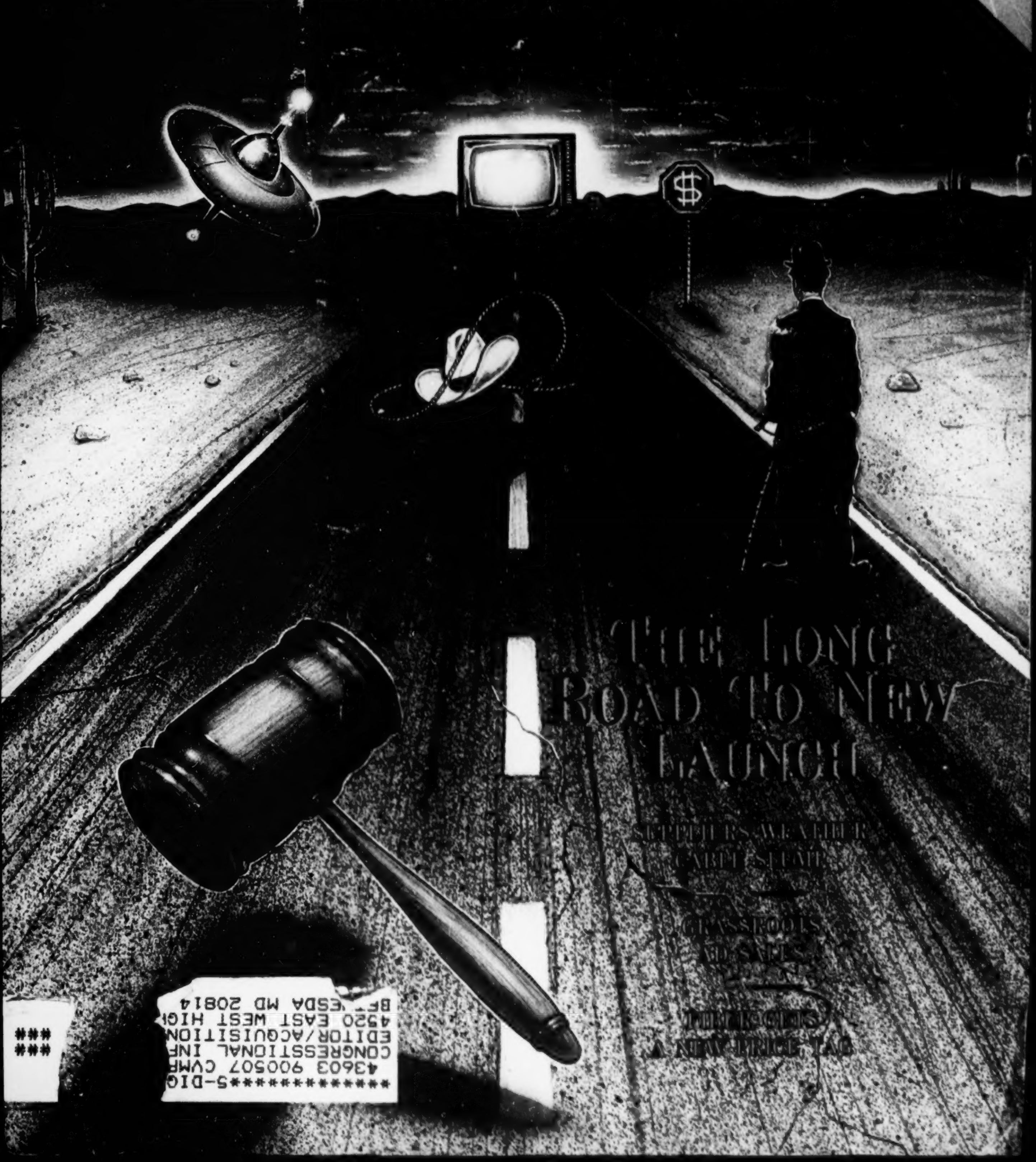
CableVision

INFORMATION AND ANALYSIS FOR CABLE TELEVISION MANAGEMENT
APRIL 23, 1990

ANNUAL
AM NETWORK
GUIDE
Special Pull-out Section



THE LONG
ROAD TO NEW
LAUNCH

SUPPLIERS WEATHER
CABLE'S [illegible]

GRASSROOTS
AD SALES

[illegible] GETS
A NEW PRICE TAG

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CONGRESSIONAL INF
EDITOR/ACQUISITION
4520 EAST WEST HIGH
BETHESDA MD 20814

CableVision

INFORMATION AND ANALYSIS FOR CABLE TELEVISION MANAGEMENT APRIL 23, 1990

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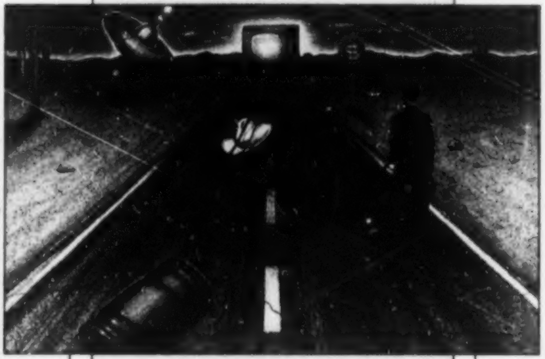

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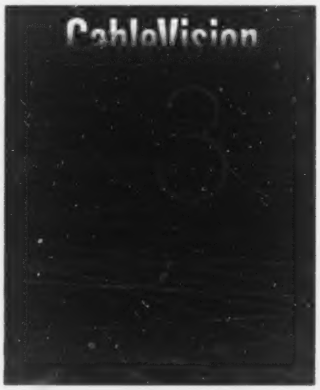

Year Three For PNG

Some people mark the rite of spring by heading to the ballpark; others throw franks or burgers on the barbee and a few dust off the binoculars for a round of cherry blossom sightseeing. For *CableVision*, early spring means the release of the Program Network Guide.

Now in its third year, the Guide aims to offer a thorough, reader-friendly overview of cable program services, from the well-established to those still in the start-up stage. This year's guide provides a wider variety of data than in the past. New features include the number of national and local advertising availabilities offered in a typical hour.

CableVision senior editor Simon Applebaum edited the Program Network Guide. Greg Packer, Gary Lem[illegible]s, Christina Clauson and Adria[illegible] Schwartz compiled the research. Our thanks go to the many marketing and public relations executives at the cable services who cooperated in our information gathering effort.

We hope what follows is a reference that will serve the cable industry through the seasons ahead.

Kathy Haley, Editor-in-Chief

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Promotion;
Regional Offices: Susan Packard, Suite 201A, 2855 Coolidge Highway, Troy, MI 48084 (313) 643-9033; Debra Lieberman, C-288, 3000 West

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A&E
(212) 661-4500

555 Fifth Avenue
New York, NY 10017

Parent Company: Hearst/Capital Cities/ABC/NBC
Personnel: Nickolas Davatzes, President & CEO; Seymour Lesser, Executive VP CFO; Whitney Goit II, Executive VP Sales & Marketing; Robert Igiel, Senior VP Business Development; Brooke Bailey Johnson, VP Programming & Production; Peter Hansen, VP Programming; Abbe Raven, VP Production; Ronald Schneier, VP Advertising & Sales; Daniel Davis, VP Affiliate Sales & Marketing; Ted Yorio, Director, Advertising; Terry O'Neill, Director, National Sales; Susan Schulman, Director, Corporate Communications; John Schipp, Director, On-Air Promotion; Mark Mersky, Director, Local Ad Sales
Regional Offices: West Coast: 1800 Century Park East, Suite 450, Los Angeles, CA 90067, (213) 933-9600; Contacts: Coleen Griffin, Director, Ad Sales; Brian Litman, VP Affiliate Sales; Midwest: 111 E. Wacker Drive, Suite 2206, Chicago, IL 60601, (312) 819-1486; Contacts: Dave Boretti, Director Ad Sales; Ken Street, Director, Affiliate Sales
Program Hours: 24 Hours
Program Format: Comedy, drama, documentary and performing arts.
Satellite: Galaxy I/12, VideoCipher encrypted
Subscriber Information: Affiliates: 5,800 as of 02/01/90; Subscribers: 46,500,000;
Advertising Per Hour: National-6-8 minutes (depending on program length)/Local-2 minutes

---

ACTS SATELLITE NETWORK
(817) 737-4011

6350 W. Freeway
Fort Worth, TX 76150

Personnel: Richard McCartney, CEO Interim President; Michael Wright, VP Affiliate Relations
Regional Offices: Deborah Little, Director ACTS Central Division; Donald Smith, Director ACTS Eastern Division
Program Hours: 24 Hours
Program Format: Inspirational
Satellite: Galaxy III/7
Subscriber Information: Affiliates: 450 as of 03/21/90; Subscribers: 9,100,000; Price/sub: Free
Advertising Per Hour: Local—1 minute

ALTERNATE VIEW NETWORK
(318) 226-8776

400 Common Street
Shreveport, LA 71101

Personnel: D. L. Dykes, President; David Caskey, General Manager; Ed Garner, Production Director; Lloyd Warren, Public Relations Director
Program Hours: 6:30 AM - 11:00 AM ET Sundays
Program Format: Live with call-in segments.
Satellite: Satcom IIIR/12
Subscriber Information: Affiliates: 1,126 as of 03/26/90; Subscribers: 17,034,974

AMERICAN MOVIE CLASSICS
(516) 364-2222

150 Crossways Park West
Woodbury, NY 11797

Parent Company: Rainbow Program Enterprises
Personnel: Joshua Sapan, President; Kate McEnroe, VP General Manager; Noreen O' Loughlin, VP Marketing; Brad Siegel, VP Programming; Rosie Pisani, VP Creative Services; Carole Shander, VP Corporate Communications; Nancy LaPerla, Director, Marketing; Jim Weiss, Publicity Manager; Caroline Bock, Publicity Manager; Susan Stanco, Publicity Assistant; Betsy O'Connor, Publicity Assistant
Regional Offices: Eastern Region: 420 Crossways Park Dr., Woodbury, NY 11797 (516) 364-1379, Contact: Dennis Patton, VP Eastern Region; Central Region: 1111 East Touhy Avenue Suite 280, Des Plaines, IL 60018 (708) 296-0272, Contact: Kate Hampford, VP Central Region; Western Region: 2450 Santa Monica Blvd. Suite 500, Los Angeles, CA 90025 (213) 453-4493, Mary Murano, VP Western Region; Southeast Region: 3 Piedmont Center, Suite 516, Atlanta, GA 30305 (404) 231-9494 Contact: Michele Roberts, Regional Director
Program Hours: 3:00 p.m.-4:30 a.m. ET Weeknights/1:00 p.m.-7:30 a.m. Weekends
Program Format: Movies, original programs on motion picture history and personalities
Satellite: Satcom IIIR/12
Subscriber Information: Affiliates: 2,100 as of 03/15/90; Subscribers: 26,000,000;

Giving You A Choice

BLACK ENTERTAINMENT TELEVISION
(202) 636-2400

1899 9th Street NW
Washington, DC 20018

Personnel: Robert Johnson, President; Jefferi Lee, VP Network Operations; Curtis Symonds, VP Affiliate Marketing; Debra Lee, VP Legal Counsel; Janis Thomas, VP Advertising; Antonia Duncan, VP Finance; James Ebron, VP Network Sales; Rosalyn Doaks, Director Affiliate Marketing; Robin Beaman, Director, Consumer Marketing & Public Relations; Janis Thomas, VP Advertising; Cheryl Holmes, Director Advertising & Research; Louis Carr, Director Midwest Advertising
Regional Offices: James Ebron, 156 West 56th Street, Suite 2004, New York, NY 10019 (212) 582-5080.
Program Hours: 24 Hours
Program Format: Music videos, sports, news, public affairs, family entertainment.
Satellite: Satcom IIR/20
Subscriber Information: Affiliates: 1,300 as of 3/1/90; Subscribers: 26,000,000; Price/sub: .06
Advertising Per Hour:N.A

Bravo
Culture Everyone Can Turn To

BRAVO
(516) 364-2222

150 Crossways Park West
Woodbury, NY 11797
Parent Company: Rainbow Program Enterprises
Personnel: Joshua Sapan, President; Kathy Dore, VP General Manager; Jonathan Sehring, VP Programming; Rosie Pisani VP Creative Services; Carole Shander, VP Corporate Communications; Laurie Giddins, Director, Marketing; Caroline Bock, Publicity Manager; Jim Weiss, Publicity Manager; Susan Stanco, Publicity Assistant; Betsy O'Connor, Publicity Assistant; Ed Carroll, Associate Director, Marketing
Regional Offices: Eastern Region: Farmington, CT, Karen Jarmon, Director, Central Region: DesPlaines, IL, Andrew Farley, Director, Western Region: Santa Monica, CA, David Eberts, Director.
Program Format: American independent & international films, performing arts specials, music and comedy series.
Satellite: Satcom IIIR/4, VideoCipher encrypted
Subscriber Information: Affiliates: 400 as of 02/01/90; Subscribers: 4,000,000

cnbc
Consumer News & Business Channel

CNBC
(201) 585-2622

2200 Fletcher Ave.
Ft. Lee, NJ 07024
Parent Company: NBC
Personnel: Michael Eskridge, President, Tom Rogers, President, NBC Cable; Caroline Vanderlip, VP Affiliate Relations; Larry Smith, Regional VP Affiliate Relations; Jim Barry, VP Consumer Affairs; Art Miller, Senior VP Advertising Sales; Patricia Karpas, Director, Marketing; Joyce Gibney, Senior Marketing Representative; Beth St. Paul, Marketing Representative; Laurie Lawrence, Manager, Advertising & Alameda Avenue, Burbank, CA 91523 (818) 840-3487.
Program Hours: 24 Hours
Program Format: Daytime: business and financial; Evenings: consumer news.
Satellite: Satcom IIIR/6
Subscriber Information: Affiliates: 900 as of 03/01/90; Subscribers: 14,800,000; Price/sub: .09
Advertising Per Hour: National-9 minutes/Local-3 minutes

C-SPAN AMERICA'S NETWORK

C-SPAN II

C-SPAN/C-SPAN II
(202) 737-3220

400 North Capitol St. NW-Suite 650
Washington, DC 20001
Personnel: Brian Lamb, President & COO; Susan Swain, Senior VP; Rob Kennedy, Senior VP; Mike Michaelson, Executive VP; Lisa Kerr, Manager, Affiliate Relations; Peter Kiley, Supervisor, Affiliate Relations; Pat Daniel, Supervisor, Marketing; Kristin Wennberg, Press Cordinator; Cynthia Dinkins-Lassiter, Marketing Representative Special Projects; Barkley Kern, Marketing Representative Western Region; Charlotte Bowers, Marketing Representative Southeast Region; Kate Mills, Marketing Representative Midwest Region; Chris Appleby, Marketing Representative, Northeast Region; Andrea King, Marketing Representative, Midwest Region
Program Hours: 24 Hours
Program Format: Coverage of U.S. House of Representatives and public affairs on C-SPAN/Coverage of U.S. Senate and public affairs on C-SPAN II.
Satellite: Galaxy III/24
Subscriber Information: Affiliates: 3,764 as of 4/1/90 (C-SPAN); 738 as of: 4/1/90 (C-SPAN II); Subscribers: (C-SPAN); 20,100,00 (C-SPAN II); Price/sub: .04

CNN

THE WORLD'S MOST
IMPORTANT NETWORK

CABLE NEWS NETWORK
(404) 827-1503

One CNN Center
Atlanta, GA 30348
Parent Company: Turner Broadcasting System
Personnel: Burt Reinhardt, President; Ed Turner, Executive VP Newsgathering; Paul Amos, Executive VP News Programming; V.R. (Bob) Furnad, VP Senior Executive Producer; Gale Evans, VP Booking & Research; Lou Dobbs, VP Business News; John Barbera, VP, CNN Ad Sales; Robert Thalman, VP Marketing Turner Cable Network Sales (404) 827-2170; Kristina Martin, Director Marketing; Steve Haworth, Director Public Relations; Rick Salcedo, Associate VP On-Air Promotion
Regional Offices: Chicago TBS Sales, Detroit TBS Sales, Los Angeles TBS Sales, New York TBS Sales, San Francisco Turner Cable Network Sales.
Program Hours: 24 Hours
Program Format: News and information
Satellite: Galaxy I/7, VideoCipher encrypted
Subscriber Information: Affiliates: 12,590 as of 3/1/90; Subscribers: 54,400,000;
Advertising Per Hour: National-10 minutes/Local-3 minutes

CHANNEL AMERICA TV NETWORK
(212) 262-5353

24 W. 57th St.
Suite 804
New York, NY 10019
Personnel: David Post, Chairman; Robert Mauro, President; Veronica Albrecht, Director, Affiliate Relations; Alan Zaretsky, Director, Marketing;
Program Hours: 24 Hours
Program Format: General entertainment with viewer participation
Satellite: Spacenet II/3
Subscriber Information: Affiliates: 53; as of 3/20/90 (includes low-power TV); Subscribers: 170,000 (cable only);
Advertising Per Hour: National-N.A./Local-4 minutes

THE COMEDY CHANNEL
(212) 512-1000

1100 Avenue of the Americas
New York, NY 10036
Parent Company: Home Box Office
Personnel: Dick Beahrs, President; John Newton, Executive VP Programming; Linda Frankenbach, VP Affiliate Operations; Larry Divney, Senior VP Advertising Sales; David McCoy, VP National Sales Manager; Scoot MacPherson, Director, Promotion
Regional Offices: Lennox Bldg. 3399 Peachtree Road NE, Suite 1600, Atlanta, GA 30326 (404) 239-6600, Gail Sermersheim; 6250 River Road, Suite 10-300, Rosemont, IL 60018 (708) 318-5100, Bruce Zeller; 12750 Merit Drive, Suite 1200, Dallas, TX 75251 (214) 450-1000, Jerry Flavin; The Quadrant, 5445 DTC Parkway, Suite 700, Englewood, CO 80111 (303) 220-2900, Jack Hayes; 6363 NW 6th Way, Suite 410, Ft. Lauderdale, FL 33309 (305) 491-0411, Jeff Krolik; 9401 Indian Creek Parkway, Suite 850, Overland Park, KS 66210 (913) 451-5100, Sharon Bennett; 2049 Century Park East, Suite 4100, Los Angeles, CA 90067 (213) 201-9200, Janice Aull; 1100 Avenue of the Americas, New York, NY 10036 (212) 512-1000, Peter Cohan; One Bala Cynwyd Plaza, Suite 440, 231 St. Asaphs Place, Bala Cynwyd, PA 19004 (215) 668-6500, Steve Davidson; Two Embarcadero Center, Suite 840, San Francisco, CA 94111 (415) 765-7700, Janet Long
Program Hours: 24 Hours
Program Format: Hosted comedy shows plus movies.
Satellite: Galaxy I/1, VideoCipher encrypted
Subscriber Information: Affiliates: 500 as of 4/1/90; Subscribers: 6,000,000; Price/sub: .07
Advertising Per Hour: National-5 minutes/Local-3 minutes

COUNTRY MUSIC TELEVISION
(615) 255-8836

704 18th Ave. South
Nashville, TN 37203
Personnel: James Guercio, Chairman; Stan Hitchcock, Senior VP; Nan Olson, VP Advertising Sales; R.E. Turner IV, VP Sales & Marketing; Rene Ray, Director, Affiliate Relations
Program Hours: 24 Hours
Program Format: Country music Videos with interview clips
Satellite: Galaxy I/13
Subscriber Information: Affiliates: 1,878 as of 02/28/90; Subscribers: 10,544,117
Advertising Per Hour: National-N.A./Local 3 minutes

THE Discovery CHANNEL

THE DISCOVERY CHANNEL
(301) 577-1999

8201 Corporate Drive
Landover, MD 20785
Parent Company: Cable Educational Network Inc.
Personnel: John Hendricks, Chairman & CEO; Ruth Otte, President & COO; Greg Moyer, Senior VP Programming Group; Kathy Clinton, Senior VP Advertising Sales; Sandy McGovern, Senior VP Affiliate Sales & Relations; Chuck Gingold,

Senior VP Programming; Chris Moseley, Senior VP Marketing & Communications; Valerie Grady, VP Marketing; Eric McLamb, Director, Communications; Lila Reinhard, Director, Affiliate Marketing; Greg Laskaris, Director, Marketing/Interactive Publishing; Shirley Davis, Director, Ad Sales
Regional Offices: New York, Kathy Clinton, 415 Madison Avenue, New York, NY 10017 (212) 751-2120; San Francisco-Dawn McCall, 601 California Street, Suite 1808, San Francisco, CA 94108 (415) 391-9300; Los Angeles-Gary Evans, 1888 Century Park East, #1900, Los Angeles, CA 90067 (213) 284-6897; Chicago-Sandi Tracy, 625 North Michigan Avenue, Suite 500, Chicago, IL 60601 (312) 751-4265.
Program Hours: 24 Hours
Program Format: Documentaries on nature, science and technology, history, human adventure and world exploration.
Satellite: Galaxy I/22
Subscriber Information: Affiliates: 7,535 as of 3/1/90, Subscribers: 49,700,000
Advertising Per Hour: National-7 minutes/Local-2 minutes

ESPN
(212) 916-9200

605 Third Avenue
8th Floor
New York, NY 10158-0180
Parent Company: Capital Cities/ABC
Personnel: Roger Werner, President & CEO; Steve Bornstein, Executive VP; Roger Williams, Senior VP Affiliate Marketing; Bill Ketcham, Senior VP Consumer Marketing; Andy Brilliant, Senior VP International; Ed Durso, Senior VP Chief Legal Counsel; Jack Bonanni, Senior VP Advertising Sales
Regional Offices: Bristol-ESPN Plaza, Bristol, CT 06010; 9665 Wilshire Boulevard, Suite 800, Beverly Hills, CA 90212; 5445 DTC Parkway, Suite P-8, Englewood, CO 80111;Boulevard Towers South, 205 North Michigan Avenue, Suite 3914, Chicago, IL 60601.
Program Hours: 24 Hours
Program Format: Sports
Satellite: Galaxy 1, VideoCipher encrypted
Subscriber Information: Affiliates: 21,500 (including MMDS & SMATV systems) as of 4/1/90; Subscribers: 55,340,000
Advertising Per Hour: National-8 minutes/Local-2 minutes (4 on NFL games)

ETERNAL WORD TV NETWORK
(205) 956-9537

5817 Old Leeds Road
Birmingham, AL 35210
Personnel: Mother Angelica, Foundress/Chairman; Bill Steltemeier, President; Matt Scalici, Senior VP Engineering & Satellite Operations; Chris Harrington, Senior VP Operations & Production; Marynell Ford, Senior VP Marketing; Nancy Gilmore, Affiliate Relations Manager; Dee Park, Public Relations Manager; Richard King, Director, Programming
Program Hours: 24 Hours
Program Format: Family-oriented, spiritual growth programming
Satellite: Galaxy III/10
Subscriber Information: Affiliates: 650 as of 04/01/90; Subscribers: 14,100,000

THE FAMILY CHANNEL
(804) 523-7301

1000 Centerville Turnpike
Virginia Beach, VA 23463
Parent Company: International Family Entertainment
Personnel: Timothy Robertson, President; Richard Busciglio, VP Marketing; Paul Krimsier, VP Programming; Richard Hammer, VP Advertising Sales; Craig Sherwood, VP Affiliate Relations; Earl Weirich, VP Public Relations; Madeleine Forrer, Director, Marketing Services; Ralph Trentadue, National Director, Local Ad Sales; Diana Wittenberg, Affiliate Marketing Manager; Julia Wang, National Promotions Manager; Doug Stuart, Director, Marketing Resources;
Regional Offices: 5935 Highway 18, Suite A, Jackson, MS (601) 922-0181, Clay Boudreaux; Four Militia Drive, Lexington, MA 02173 (617) 862-7773, Don Scott; 1301 West 22nd St., Suite 902, Oak Brook, IL 60521 (708) 990-8999, Shirley Hill; 4001 Westerly Place, Suite 16, Newport Beach, CA 92660 (714) 955-2870, Janelle Slipp; 1001 West Euless Blvd., Suite 112, Euless, TX 76040 (817) 540-3677, Mark Solow; 6075 South Quebec, Suite 100, Englewood, CO 80111 (303) 220-8901, Howard Williams; 1895 Phoenix Blvd., Suite 306, Atlanta, GA 30349 (404) 997-5704, Russ Breault; Mid-Atlantic Office, 1000 Centerville Turnpike, Virginia Beach, VA 23463 (804) 523-7300, Stan Majkut.
Program Hours: 24 Hours
Program Format: Family entertainment
Satellite: Galaxy I/11; Satcom IR/1 VideoCipher encrypted
Subscriber Information: Affiliates: 8,774 as of 02/28/90; Subscribers: 48,840,000; Price/sub: .08
Advertising Per Hour: National-10 minutes/Local-2 minutes

FAMILY GUIDE NETWORK
(215) 887-7010

Penthouse Suite
Fox Pavilion
Jenkintown, PA 19046
Personnel: Don De Cinque, VP; Bob DeBoxace, Director, Media Operations; Joe McKencie, National Sales Manager; Alex Bowale, Affiliate Relations Representative; Jim Foster, Affiliate Relations Representative
Program Hours: Varies
Program Format: Direct-response

infomercials and lifestyle features
Satellite: Satcom IV/16
Subscriber Information:
Affiliates: 60 as of 4/9/90; Subscribers: 5,000,000

FAMILYNET
(804) 845-4733

PO Box 196
Forest, VA 24551-0196
Parent Company: Liberty Broadcast Network
Personnel: Richard Campbell, VP; Warren Marcus, Executive Producer; Jerry Whitehurst, Director, Affliate Marketing & Programming
Program Hours: 24 Hours
Program Format: Family Entertainment, inspirational sports and classic movies
Satellite: Satcom IV/5
Subscriber Information:
Affiliates: 356 as of 03/23/90; Subscribers: 4,000,000
Advertising Per Hour: National-N.A./ Local-1 minute

FINANCIAL NEWS NETWORK
(213) 670-1100

6701 Center Drive West
Los Angeles, CA 90045
Parent Company: Financial News Network
Personnel: Michael Wheeler, President; Earl Brian, Chairman & CEO; John Berentson, Executive VP; C. Steven Bolen, Executive VP & CFO; Gil Faccio, Senior VP Affiliate Relations; Richard North, Senior VP Advertising Sales; Thomas Lucas, VP Marketing
Regional Offices: 320 Park Avenue, New York, NY 10102; 435 N. Michigan Ave., Chicago, IL 60611
Program Hours: 24 Hours weekdays; 1:00 a.m.-2:00 p.m. ET weekends
Program Format: Business news
Satellite: Satcom IIIR/11, VideoCipher encrypted
Subscriber Information:
Affiliates: 3,500 as of 04/01/90; Subscribers: 33,000,000
Advertising Per Hour: National-10 minutes/Local-2 minutes

FNN SPORTS
(213) 670-1100

6701 Center Drive West
Los Angeles, CA 90045
Parent Company: Financial News Network
Personnel: Arnie Rosenthal, Executive VP General Manager; Joe Safety, Executive Producer; Steve Friedman, Assistant General Manager; Mark Huvska, Senior Producer;
Regional Offices: George Monaster, 320 Park Ave., New York, NY 10022 (212) 758-9009; John Fagan, 435 N. Michigan Ave., Chicago, IL 60611 (312) 6722-0255.
Program Hours: 2:00 p.m.- 1:00 a.m. ET, weekends
Program Format: Sports news/ events.
Satellite: Satcom III-R/11, VideoCipher encrypted
Subscriber Information:
Affiliates: 2,000 as of 04/01/90; Subscribers: 23,000,000; Price/sub: Included in FNN fee
Advertising Per Hour: National-10 minutes/Local-2 minutes

GALAVISION
(213) 286-0126

2121 Avenue of the Stars
Suite 2300
Los Angeles, CA 90067
Parent Company: Univisa
Personnel: Jaime Davila, Group VP; Starrett Berry, VP Cable Operations; Stu Livingston, VP Broadcasting Operations; Vera Gonzales, National Director;
Regional Offices: Vera Gonzalez, Galavision Dallas Office, 15851 N. Dallas Parkway, Suite 1015, Addison, TX 75248
Program Hours: 24 Hours
Program Format: Spanish-language television: classic Mexican films, novellas (soap operas), international sports, children's programming, comedy and variety shows. Also incorporates ECO, a global news and international service live from Mexico City.
Satellite: Galaxy I/20
Subscriber Information:
Affiliates: 310 as of 01/01/90; Subscribers: 2,500,000;
Advertising Per Hour: National-N.A./Local-2 minutes

HA! THE TV COMEDY NETWORK
(212) 713-6600

1775 Broadway
New York, NY 10019
Parent Company: MTV Networks
Personnel: Ed Bennett, President; Barry Kluger, VP Press Relations; Debby Beece, Senior VP Programming; Mike Klinghoffer, VP Production; Leslye Schaefer, VP Marketing & Promotions; Sam Moser, Director Advertising Sales/Eastern Region
Regional Offices: Western Region: 10 Universal City Plaza, 30th floor, Universal City, CA 91608 (818) 505-7800; Southeastern Region: 3399 Peachtree Road, Suite 900, North East, Atlanta, GA 30326, (404) 841-3099; Southwestern: 5000 Quorum, Suite 425, Dallas, TX 75240 (214) 404-0793; Central: 303 E. Wacker Drive, Suite 428, Chicago, IL 60601, (312) 565-2300; Detroit Ad Sales Office: 2301 W. Big Beaver Road, Suite 621, Troy, MI 48084, (313) 649-7170.
Program Hours: 24 Hours
Program Format: Comedy
Satellite: Galaxy III/23
Subscriber Information: N.A.
Advertising Per Hour: National-8 minutes/Local-3 minutes

HEADLINE NEWS

HEADLINE NEWS
(404) 827-1500

One CNN Center
PO Bx 105366
Atlanta, GA 30348-5366
Parent Company: Turner Broadcasting System

Personnel: Burt Reinhardt, President; Jon Petrovich, Executive VP
Program Hours:24 hours
Program Format: World and national news summaries, updated every half-hour
Satellite: Galaxy I/8 **Subscriber Information:** Affiliates: 4,671 as of 4/1/90; Subscribers: 41,000,000
Advertising Per Hour: National-10 minutes/Local-2 minutes

THE INSPIRATIONAL NETWORK
(704) 542-6000

P.O. Box 410325
Charlotte, NC 28241-0325
Parent Company: Heritage Village Church
Personnel: Dennis Shedd, Trustee; John Pope, Operations Manager; Lois Chalmers, Marketing Consultant
Program Hours: 24 Hours
Program Format: Multi-faith programming; music, talk, variety, childrens' shows, exercise, family programming.
Satellite: Galaxy I/17
Subscriber Information: Affiliates: 814 as of 02/28/90; Subscribers: 6,800,000

KTLA/UNITED VIDEO
(918) 665-6690

3801 S. Sheridan
Tulsa, OK 74145
Parent Company: United Video
Personnel: Jeff Treeman, Senior VP; Anne Wilkerson, VP Cable Sales; Reuben Gant, VP Corporate Accounts; Derk Tenzythoff, Manager, Marketing; John Hawkins, Manager, Advertising & Promotions; Janice Ruh, Manager, Marketing Information; Ira Apt, Director, Operations;
Program Hours: 24 Hours
Program Format: Superstation featuring sports, movies, series, kids shows and specials.
Satellite: Spacenet III/8
Subscriber Information: Affiliates: 253 as of 12/31/89; Subscribers: 4,900,000; Price/sub: .10

KTVT/UNITED VIDEO
(918) 665-6690

3801 S. Sheridan
Tulsa, OK 74145
Parent Company: United Video
Personnel: Jeff Treeman, Senior VP; Anne Wilkerson, VP Cable Sales; Reuben Gant, VP Corporate Accounts; Derk Tenzythoff, Manager, Marketing; John Hawkins, Manager, Advertising & Promotions; Janice Ruh, Manager, Marketing Information; Ira Apt, Director, Operations;
Program Hours: 24 Hours
Program Format: Superstation programming, featuring sports, movies, kids shows, specials and series.
Satellite: Spacenet III/3, VideoCipher encrypted
Subscriber Information: Affiliates: 481 as of 12/31/89; Subscribers: 3,600,000; Price/sub: .10

The Learning Channel
The smart choice on cable.

THE LEARNING CHANNEL
(703) 276-0881

1525 Wilson Blvd.
Suite 550
Rosslyn, VA 22209
Personnel: Dr. Harold Morse, Chairman & CEO; Robert Shuman, President; Henry Schlenker, Senior VP & CFO; Edward Dooley, Director, Corporate Communications; Lee Lindbloom, Director, Networking Services; Robert Sestili, VP Programming; Joan Cavanagh, Director, Corporate Development; Edward Burakowski, National Sales Director; John McLaurin, VP Marketing
Regional Offices: Richard Conlon, Director, Marketing East: 7 Woodland Ave., Larchmont, NY 10538 (914) 833-1320; Jay Barchas, Director, Marketing Western:535 16th Street, Denver, CO 80202 (303) 592-1613 FAX (303) 592-1716.
Program Hours: 24 Hours
Program Format: Educational, business and career
Satellite: Satcom IIIR/2
Subscriber Information: Affiliates: 1,228 as of 02/28/90; Subscribers: 19,200,000
Advertising Per Hour: National-12 minutes/Local-N.A.

LIFETIME
TELEVISION

LIFETIME
(718) 482-4000

36-12 35th Avenue
Astoria, NY 11106
Parent Company: Hearst/ABC-Viacom Entertainment Services
Personnel: Thomas Burchill, President and CEO; Craig Harnett, Senior VP & CFO; Pat Fili, Senior VP Programming & Production; Stuart Lefkowitz, Senior VP Operations & Engineering; Phillip La Greca, VP Controller; Seymour Kaplan, Senior VP Affiliate Relations; Barry Kresch, Senior VP Research; Jane Tollinger, Senior VP Business & Legal Affairs; Douglas McCormick, Senior VP Sales; Margaret Sandwick, Senior VP Marketing & Communications; Diane Lattanzi, Director, Sales Marketing
Regional Offices: 10990 Wilshire Blvd., Suite 2010, LA, CA 90024, (213) 446-6600; 75 East Wacker Drive, Ste. 900, Chicago, IL 60601, (312) 782-5900; 12860 Hillcrest Road, Cohuenza, Ste. 229, Dallas, TX 75235, (214) 960-0271; 444 Madison Ave., Ste. 605, New York, NY 10022, (212) 832-8832
Program Hours: 24 Hours
Program Format: Entertainment and information of special interest to women on weekdays and Saturdays; medical information series for professionals Sundays
Satellite: Satcom III-R/17; Galaxy III/20; Scrambled

Subscriber Informaiton: Affiliates: 4,700 as of 2/90; Subscribers: 47,000,000; Price per sub: .12
Advertising Per Hour: National-8 to 10/Local-2 minutes

MIND EXTENSION UNIVERSITY
(303) 792-3111

9697 E. Mineral Avenue
Englewood, CO 80112

Parent Company: Jones International Ltd.
Personnel: Glenn Jones, Chairman and CEO; Gregory Liptak, Group President; Victor Harrison, General Manager, Programming; Gwenael Hagan, Director, Concept Integration; Cindy Eichner, Affiliate Sales Manager, West; Chery Grund, Affiliate Sales Manager, East; Adrienne Thiele, Product Marketing Manager; Sharon Sall, Affiliate Relations Coordinator; Andrea Montoni, Public Relations Manager;
Program Hours: 24 Hours
Program Format: College-credit telecourses and non-credit, instructional programming
Satellite: Galaxy III/11
Subscriber Information: Affiliates: 188 as of 01/12/89; Subscribers: 5,000,000; Price/sub: .03 for 24 Hours/1.5 part-time

MIZLOU
SNN
SPORTS NEWS NETWORK

MIZLOU SPORTS NEWS NETWORK
(212) 244-3750

352 Seventh Ave.
New York, NY 10001

Parent Company: Mizlou Communications Co.
Personnel: Vincent Piano, Chairman & CEO; Victor Piano, President; Mark Wenzel, Executive VP; Bill Schwing, VP Executive Producer; Jon Steinlauf, Executive VP; Stan Leshner, VP Operations & Engineering; Lawrence Meli, SNN Executive Committee Member; Paul Green, Senior VP Advertising Sales; Ronald Norberg, VP National Accounts; Kathleen Curran, Advertising & Marketing Manager; John Barry, Advertising Sales Account Executive; Cary Miller, Advertising Sales Account Executive
Regional Offices: Chicago Affiliate Sales Office-Ronald Norberg (708) 213-7340
Program Hours: 24 Hours
Program Format: Sports news divided into half-hour segments
Satellite: Satcom IV/2
Subscriber Information: Affiliates: N.A.; Subscribers: 5,000,000; Price/sub: .05
Advertising Per Hour: National-8 minutes/Local-3 minutes

E!
ENTERTAINMENT TELEVISION

MOVIETIME/E!
(213) 960-5800

1800 North Vine
3rd Floor
Hollywood, CA 90028

Personnel: Lee Masters, President & CEO; Bill Keenan, Senior VP CFO; Chris Fager, Senior VP Business & Legal Affairs; Bill Zaccheo, Senior VP Affiliate Sales; Fran Shea, Senior VP Programming; Sheri Herman, Senior VP Marketing; Mike Sobel, Senior VP Advertising Sales; Ron Ourashi, Director, Marketing; John Kroll, Director, Corporate Communications
Regional Offices: NY Ad Sales: 245 East 58th St., #4F, New York, NY 10022 (212) 223-3700, Ned Greenburg; NY Affiliate Sales: 10 Columbus Boulevard, Hartford, CT 06106 (203) 249-3700, Brad Fox; Chicago Ad Sales: 333 North Michigan Avenue, #1710, Chicago, IL 60601 (312) 609-0360, Dan Lusk; Dallas Ad Sales: 109 North Gollad, Rockwall, TX 75087 (214) 771-5040, Kent Smith; Michigan Ad Sales: 2009 Shady Drive, Warren, MI 48092 (313) 751-3474, Bill Adams.
Program Format: Entertainment, celebrity news and features.
Satellite: Satcom IIIR/15
Subscriber Information: Affiliates: 500 as of 3/1/90; Subscribers: 14,000,000;
Advertising Per Hour: National-5 minutes, Local-3 minutes
NOTE: Movietime will change to E! Entertainment TV June 1.

MTV: MUSIC TELEVISION
(212) 713-6400

1775 Broadway
New York, NY 10019

Parent Company: MTV Networks
Personnel: Tom Freston, Chairman & CEO; John Reardon, President, Geenlan & Rosenthal; Doug Herzog, Senior VP Programming MTV; Judy McGrath, Senior VP Creative Director; Carole Robinson, VP Press Relations; Harriet Seitler, Senior VP Advertising Sales; Doug Greenlaw, Executive VP Advertising Sales; Mark Rosenthal, Executive VP Affiliate Sales & Marketing
Regional Offices: Eastern Region: 1775 Broadway, 20th Floor, New York, NY 10019 (212) 713-6931; Central Region: 303 E. Wacker Drive, Suite 428, Chicago, IL 60601 (312) 565-2300; Detroit Ad Sales Office: 2301 W. Big Beaver Rd., Suite 621, Troy, MI 48084 (313) 649-7170; Network Operations Center: 35 Adams Ave., Hauppauge, NY 11788 (516) 435-4900; Southeastern Region: 3399 Peachtree Road, Suite 990, North East, Atlanta, GA 30326 (404) 841-3099; Western Region: 10 Universal City Plaza, 30th Floor, Universal City, CA 91608 (818) 505-7800; Southwestern Region: 5000 Quorum, Suite 425, Dallas, TX 75240 (214) 404-0793; **Program Hours:** 24 Hours
Program Format: Video music, news, specials
Satellite: Galaxy III/17
Subscriber Information: Affiliates: 6,015 as of 3/1/90; Subscribers: 50,700,000;
Advertising Per Hour: National-6 minutes/Local-2 minutes

THE NASHVILLE NETWORK
(615) 889-6840

2806 Opryland Drive
Nashville, TN 37214

Program Format: Nickelodeon: children's programming which includes animation, comedy, adventure, live action, music & magazine shows. Nick at Nite classic TV programs presented in an irreverant environment
Satellite: Galaxy III/19,22; VideoCipher encrypted
Subscriber Information: Affiliates: 7,555 (Nickelodeon); 3,725 (Nick At Nite) as of 4/1/90; Subscribers: 50,400,000 (Nickelodeon); 46,500,000 (Nick At Nite)
Advertising Per Hour: National-N.A./Local-2 minutes
Parent Company: Opryland USA Inc. Nashville, TN 37214
Personnel: E.W. Wendell, President & CEO Opryland USA; Tom Griscom, Senior VP Opryland USA; David Hall, VP General Manager; C. Paul Corbin, Director, Programming; Danny Wendell, Operations Manager; Hugh Hickerson, Director, Engineering; Lloyd Werner, Senior VP Sales & Marketing; Peter Weisbard, VP Sales; Kathleen Canavan, VP Marketing; Cheryl Daly, VP Public Relations; Cindy Melvin, Director, Marketing
Regional Offices: Group W Satellite Communications, 250 Harbor Dr., Stamford, CT 06904 (203) 965-6000; Peter Weisbard, Group W Satellite Communications, 685 Third Ave., 20th Floor, New York, NY 10017 (212) 916-1000; Walter Bodkin, Suite 420, 625 N. Michigan Ave., Chicago, IL 60611 (312) 454-7090; Bob Van Cleave, 31000 Telegraph Rd. Suite 200, Birmingham, MI 48010 (313) 540-2900; John Milne, 6500 Wilshire Blvd., Suite 1850, Los Angeles, CA 90048 (213) 655-1098.
Program Hours: 18 hours
Program Format: Country music, lifestyle, sports and variety.
Satellite: Galaxy I/2
Subscriber Information: Affiliates: 9,376 as of 03/29/90; Subscribers: 50,000,000; Price, sub: .15 per sub
Advertising Per Hour: National-N.A./Local-2 minutes

NATIONAL COLLEGE TV
(212) 689-0088

1 Madison Avenue
New York, NY 10010

Parent Company: NCTV Inc.
Personnel: Jeffrey Moritz, President; Marilyn Freeman, Senior VP General Manager; Victor Shaffer, Senior VP General Sales Manager; Tina Witcher, VP Programming & Operations; Chip Nowitzky, VP Marketing & Creative Services; Daniel Geller, Publicity Manager; John Nelson, Sales Director; Mark Lieber, Sales Director; Donna McGowan, Research Manager; Linda Wynn, Promotions Coordinator; Toni Fama, Affilate Relations Manager
Program Hours: Midnight to 6:00 a.m. ET weekdays
Program Format: Collegiate entertainment, news & information.
Satellite: Westar V/2X
Subscriber Information: Affiliates: 200 as of 3/12/90; Subscribers: 5,600,000; Price, sub: .03
Advertising Per Hour: National-N.A./Local-2 minutes

NETWORK SERVICES
(918) 665-6690

3801 S. Sheridan
Tulsa, OK 74145

Parent Company: United Video
Personnel: Jeff Treeman, Senior VP; Anne Wilkerson, VP Cable Sales; Reuben Gant, VP Corporate Accounts; Derk Tenzythoff, Manager, Marketing; John Hawkins, Manager, Advertising & Promotions; Janice Ruh, Manager, Marketing Information; Ira Apt, Director, Operations
Program Hours: 24 Hours
Program Format: Satellite-delivered broadcast programming package from Detroit, made up of ABC, CBS, NBC and PBS affiliates.
Satellite: Anik D1/9,10,21,23 VideoCipher encrypted
Subscriber Information: Affiliates: 140 as of 12/31/89; Subscribers: 451,948; Price, sub: varies

NICKELODEON/NICK AT NITE
(212) 713-6409

1775 Broadway
9th Floor
New York, NY 10019

Parent Company: MTV Networks
Personnel: Geraldine Laybourne, President; Rich Cronin, Senior VP Marketing; Geoffrey Darby, Senior VP Programming; Andy Bamberger, VP Production Studios; Scott Webb, VP Creative Director; Anne Sweeney, VP Acquisitions; Douglas Greenlaw, Executive VP Advertising Sales MTVN; Michelle Dilorenzo, VP New Business Development; Frank Hensan, VP Sales & Marketing Communications; Howard Shimnel, VP Audience Research; Larry Jones, Marketing Manager
Regional Offices: Western Region: 10 Universal City Plaza, 30th floor, Universal City, CA 91608 (818) 505-7800; Southeastern Region: 3399 Peachtree Road, Suite 900, North East, Atlanta, GA 30326, (404) 841-3099; Southwestern: 5 00 Quorum, Suite 425, Dallas, TX 75240 (214) 404-0793; Central: 303 E. Wacker Drive, Suite 428, Chicago, IL 60601, (312) 565-2300; Detroit Ad Sales Office: 2301 W. Big Beaver Road, Suite 621, Troy, MI 48084, (313) 649-7170.
Program Hours: 24 Hours (6:00 a.m.-8:00 p.m. ET Nickelodeon/ 8:00 p.m.-6:00 a.m. ET Nick at Nite)

THE NOSTALGIA CHANNEL
(212) 463-7740

71 West 23rd Street, Suite 502
New York, NY 10010
The Nostalgia Network Inc.
Personnel: Michael Marcovsky, Chairman; John Janas, President & CEO; Morgan Lambert Howe, Senior VP Affiliate Sales; Robert Jones, VP Programming
Regional Offices: Western-2144 Royal Lane, Ste. 150, Dallas, TX 75229 (214) 243-8755 Chip Harwood; Northeast-75 James Way, Southampton, PA 18966 (215) 364-7550 Terri Morse; Pacific-1311 El Camino Real, Ste. 205, Millbrae, CA 94030 (415) 589-5246 Lynn; Central-2050 Larkin Ave., Ste. 203, Elgin, IL 60123 (708) 697-5454 Paul Hamilton; Southeast-4651 Charlotte Pk. Dr. Ste. 425, Charlotte, NC 28217 (704) 527-0994 Leah Bradley
Program Hours: 24 Hours
Program Format: Variety - contemporary lifestyle; entertainment, information
Satellite: Satcom IV/21
Subscriber Information: Affiliates: 530 as of 4/3/90; Subscribers: 8,540,000; Price per sub: variable
Advertising Per Hour: National-8 minutes/Local-2 minutes

PREVUE GUIDE
(918) 665-6690

3801 South Sheridan
Tulsa, OK 74145
Parent Company: Prevue Networks Inc.
Personnel: Joe Batson, VP Chief Operating Officer; Wm. Chris Bourne, VP Marketing & Operations; Mary Prodger, VP Programming, Production; Donna Davis, Director, Affiliate Sales; Elaine Estes, Director National Accounts
Program Hours: 24 hours
Program Format: Cable program promotion.
Satellite: Satcom IV/8
Subscriber Information: Affiliates: 610 as of 02/28/90; Subscribers: 15,243,208; Price, sub: $ .03
Advertising Per Hour: Local-9 minutes

PRIME NETWORK
(214) 401-0099

600 East Las Colinas Blvd.
Suite 2200
Irving, TX 75039
Parent Company: Bill Daniels/ Tele-Communications Inc.
Personnel: Ed Frazier, CEO & President; Mat Tinley, Executive VP; Joe King, Senior VP Operations; Jack Stanfield, Senior VP Programming; Lynn Geick, Chief Financial Officer; Lynne Niemiec, Director, Programming; John Daly, Director, Program Origination; Jay Finegold, VP Special Projects; Jon Heidtke, Director, Affiliate Sales, Marketing.; Terry Chile, Senior Manager, Affiliate Relations; Cindy Harrington, Director, Marketing; Jay Finegold, Group W/National Ad Sales
Program Hours: 11:00 a.m.- 6:00 a.m. ET
Program Format: Sports
Satellite: Satcom 1R/24, VideoCipher encrypted
Subscriber Information: Affiliates; N.A.; Subscribers: 18,500,000 (includes regional network subscribers);
Advertising Per Hour: National-N.A./Local-2 minutes

RFD-TV
(402) 345-2322

2615 Farnam St.
Omaha, NE 68131
Parent Company: Gottsch Feeding Corporation
Personnel: Bob Gottsch, President; Jack Malstead, Director, Advertising; Patrick Gottsch, Director, Affiliate Relations, Marketing; Mike Miller, News Director; Terry Dufford, Director of Engineering
Program Hours: 24 Hours
Program Format: Rural news, weather, markets, western movies, gardening, rodeo, outdoor, and special event coverage
Satellite: Westar V/17
Subscriber Information: Affiliates: 66; as of 3/1/90; Subscribers: 100,000; Price, sub: .10
Advertising Per Hour: National-14 minutes/Local-4 minutes

THE SILENT NETWORK
(213) 464-7446

6363 Sunset Blvd.
Los Angeles, CA 90028
Personnel: Sheldon Altfeld, Chairman & CEO; William Tauber, President & COO; Lou Miles, VP Marketing
Program Hours: 9:30 a.m. - 11:30 a.m. ET Thursdays and Saturdays
Program Format: Family programming; material customized for deaf and hearing-impaired viewers
Satellite: Satcom IV/15
Subscriber Information: Affiliates: 209 as of 1/1/90; Subscribers: 13,600,000;
Advertising Per Hour: National-10 minutes/Local-1 minute

SPORTSCHANNEL AMERICA
(516) 364-2222

150 Crossways Park West
Woodbury, NY 11797
Parent Company: Cablevision Systems/NBC
Personnel: Jim Greiner, President & COO; Jeff Ruhe, Senior VP Executive Producer; Sharon Portin, VP Affiliate Sales & Marketing; Peter Knobloch, Senior VP Advertising Sales; Mike Lardner, VP Programming & Production; Tom Karsch, Director, Marketing; Dan Martinsen, Director, Media Relations
Regional Offices: James Cofer, Stan Berizzi-150 Crossways Park West, Woodbury, NY 11797 (516) 364-2222; Tom Fennell-3341 Peachtree Corners Circle, #3385-H, Norcross, GA 30092 (404) 368-1113.
Program Hours: 6:00 PM - 1:00 AM ET weekdays; 10:00 AM -1:00 AM ET weekends
Program Format: Sports coverage.
Satellite: Satcom IV/3,10
Subscriber Information: Affiliates: 579 as of 01/01/90; Subscribers: 9,000,000 (includes regional sports network subscribers);
Advertising Per Hour: National-N.A./Local-4 minutes

TBS

TBS SUPERSTATION
(404) 827-1575

1050 Techwood Drive
Atlanta, GA 30348
Parent Company: Turner Broadcasting System
Personnel: Gerry Hogan, President, Turner Entertainment Networks; Bob Levi, Executive VP; Kate McSweeny, VP Programming; Bill Cox, VP Programming; Julia Sprunt, VP Marketing; Farrell Reynolds, VP TB Sales
Program Hours: 24 Hours
Program Format: Entertainment, sports, movies, environment programs.
Satellite: Galaxy I/18, VideoCipher encrypted
Subscriber Information: Affiliates: 10,296 as of 03/15/90; Subscribers: 53,848,000; Price, sub:0
Advertising Per Hour National-N.A./No local minutes
Program Hours: 24 Hours
Program Format: Spanish-language programming, featuring news, sports, talk, variety, educational and game shows
Satellite: Spacenet II/5
Subscriber Information: Affiliates: 36 as of 03/01/90; Subscribers: 1,345,000 (Spanish-language households)
Advertising Per Hour: National-7 minutes/Local-N.A.

TELEMUNDO
(212) 492-5500

1740 Broadway
New York, NY 10019
Parent Company: Reliance Group
Personnel: Saul Steinberg, Chairman, President & CEO; Donald Raider, Executive VP COO; Peter Housman II, Senior VP Treasurer & CFO; Carlos Barba, Senior VP Programming & Promotion; Gary McBride, Senior VP Sales & Marketing; Donald Travis, VP General Sales Manager; Peter Roslow, Director, Marketing; Maureen Russo, Director, Advertising & Sales Support; Carmen Mathews, Manager, Cable Relations
Regional Offices: Sylvia Mendoza-6300 Wilshire Blvd., Suite 1510, Los Angeles, CA 90048 (213) 658-6868; Andrea D'Amico-1740 Broadway, 18th Floor, New York, NY 10019 (212) 492-5591; Olga Luis-2340 West 8th Ave., Hialeah, FL 33010 (305) 888-5151; Tom Morrison-435 N. Michigan Ave., Suite 1310, Chicago, IL 60611 (312) 321-1911; Roger Ashley-1140 One Lincoln Center, 5400 LBJ Freeway, Dallas, TX 75240 (214) 661-2560; Suzanne Avila Armstrong-505 Sansome Street, San Francisco, CA 94111 (415) 421-4848.

THE
TRAVEL
CHANNEL

THE TRAVEL CHANNEL
(212) 603-4500

1370 Avenue of the Americas
New York, NY 10019
Personnel: Luann Simpson, President; Allan Goldstein, Director, Affiliate Sales; Robert Pronovost, Executive Producer; A. Douglas Gumula, Controller; Sheri Daniel, Director, Marketing; Adrian Bogart III, Director, Advertising Sales; Amy Weisman, Sales Promotion Manager
Regional Offices: Northeastern Region: Allan Goldstein, 1370 Avenue of the Americas, New York, NY 10019 (212) 603-4512; Southeastern Region: Sandra Mosiello, 1370 Avenue of the Americas, New York, NY 10019 (212) 603-4522; Western Region: Joe Liske, 1545 Wilshire Boulevard, Suite 408, Los Angeles, CA 90017 (213) 413-7288; Mid-America: Patty McCaskill, 4080 Wedgeway Court, St. Louis, MO 63045 (314) 293-6322.
Program Hours: 24 Hours
Program Format: Travel news and documentary programs
Satellite: Satcom IIIR/16
Subscriber Information: Affiliates: 550 as of 3/01/90; Subscribers: 14,500,000;
Advertising Per Hour: National-10 minutes/Local-2 minutes

TBN
Cable
Network

TRINITY BROADCASTING NETWORK
(303) 650-5515

9020 Yates St.
Westminster, CO 80030

Personnel: Paul Crouch, President; Ben Miller, Chief Engineer; Jack Hightower, National Cable Marketing Director

Regional Offices: Diane Adcock, Eastern Regional Representative, 175 South Main St., Gadsden, AL 35901 (205) 547-4443; Bob Higley, Great Lakes Regional Representative, 2528 U.S. 31 South, Greenwood, IN 46143 (317) 535-5542.

Program Hours: 24 Hours

Program Format: Religious

Satellite: Satcom IIIR/3

Subscriber Information: Affiliates: 903 as of 03/01/90; Subscribers: 12,800,000;

TNT

TURNER NETWORK TELEVISION

TURNER NETWORK TELEVISION
(404) 827-1647

1050 Techwood Drive
Box 105264
Atlanta, GA 30348-5264

Parent Company: Turner Broadcasting System Inc.

Personnel: Gerry Hogan, President, Turner Entertainment Networks; Scott Sassa, Executive VP TNT; Linda Berman, Senior VP Original Programing; Terry Segal, VP & General Manager; Betty Cohen, VP Creative Services; Lisa Mateos, Director, Program Scheduling & Acquisitions; Farrell Reynolds, VP TB Sales; Lou LaTorre, Executive VP TEN Sales; Sue Kroll, Director, Marketing

Regional Offices: New York- Lou LaTorre (202) 692-6900; Chicago-Mike Neri (321) 645-8500; Atlanta-John Withers (404) 827-1700; Los Angeles-Sue Danaher (213) 551-6300; Detroit- Gene Boivin (313) 259-4622.

Program Hours: 24 Hours

Program Format: Classic movies, original specials, children's programming & sports

Satellite: Satcom IIIR/18, VideoCipher encrypted

Subscriber Information: Affiliates: 5,068 as of 03/15/90; Subscribers: 43,700,000;

Advertising Per Hour: National-6 minutes/Local-4 minutes

UNIVISION
(212) 867-6710

605 Third Avenue
12th FL
New York, NY 10158-0180

Parent Company: Univision Holdings Inc.

Personnel: J. William Grimes, President & CEO; Andrew Goldman, VP Business Affairs; Emma Carrasco, VP Corporate Communications; Susan Catapano, Director Affiliate Relations; Daniel Huertas, West Coast Affiliate Relations Manager; Fernando Gomez, Central Affiliate Relations Manager

Regional Offices: Martin Dugan, Sales Manager, 9200 Sunset Boulevard, Suite 1130, Los Angeles, CA 90069 (213) 859-7200; Hilary Dubin, Sales Manager, 2010 Main Street, Suite 590, Irvine, CA 92714, (714) 474-8585; Brian Pussilano, Sales Manager, One Magnificent Mile, Suite 1120, (312) 944-2199 Barry Kandel: Sales Manager, Univision, 550 Biltmore Way, Suite 760, Coral Gables, FL 33134 (305) 444-0800 Jack Hobbs: Sales Manager, Univision, 600 East Las Colinas Boulevard, Suite 348, Irving, TX 75039 (214) 869-0202 Cynthia Saucedo, Sales Manager, 601 Montgomery Street, Suite 2015, San Francisco, CA 94111, (415) 392-2006 Chris Roman, Sales Manager, 30700 Telegraph Road, Suite 3640, Birmingham, MI 48010 (313) 540-5705

Program Hours: 24 Hours

Program Format: Spanish-Language

Satellite: Galaxy I/6 & Satcom IIIR/7

Subscriber Information: Affiliates: 533 as of 01/1/90; Subscribers: 5,942,600 (Spanish-language households);

Advertising Per Hour: N.A.

USA NETWORK
(212) 408-9100

1230 Avenue of the Americas
New York, NY 10020

Personnel: Kay Koplovitz, President & CEO; Steve Brenner, Senior VP Business Affairs & Operations; Barry Cook, VP Research; Douglas Hamilton, CFO & VP Adminstration; Douglas Holloway, VP Affiliate Relations; David Kenin, Senior VP Programming; John Silvestri, Senior VP Ad Sales; Andrew Besch, Senior VP Marketing; Ellen Kaye, VP Advertising & Promotions; Magie Hoehn, Manager, Sales Promotion; Elena Szucs, Manager, Consumer Promotion;

Regional Offices: Chicago: 401 N. Michigan Ave., Chicago, IL 60611 (312) 644-1522 Joseph Orso; Detroit: 2000 Town Center, Suite 2630, Southfield, MI 40875 (313) 353-1200 Steve Van Ophuijsen; Los Angeles: 1900 Ave. of the Stars, Los Angeles, CA 90067 (213) 277-0199.

Program Hours: 24 Hours

Program Format: Entertainment

Satellite: Galaxy I/21 & Satcom IIIR/10, VideoCipher encrypted

Subscriber Information: Affiliates: 10,100 as of 03/01/90; Subscribers: 51,900,000; Price, sub: .23

Advertising Per Hour: National-12 minutes/Local-2 minutes

VH-1/VIDEO HITS ONE
(212) 713-6481

1775 Broadway
New York, NY 10019
Parent Company: MTV Networks
Personnel: Ed Bennett, President; Juli Davidson, Senior VP Programming; Barry Kluger, VP Press Relations; Leslye Schaefer, VP Marketing & Promotions; Sam Moser, Director, Ad Sales, Eastern Region
Regional Offices: Western Region: 10 Universal City Plaza, 30th floor, Universal City, CA 91608 (818) 505-7800; Southeastern Region: 3399 Peachtree Road, Suite 900, North East, Atlanta, GA 30326, (404) 841-3099; Southwestern: 5000 Quorum, Suite 425, Dallas, TX 75240 (214) 404-0793; Central: 303 E. Wacker Drive, Suite 428, Chicago, IL 60601, (312) 565-2300; Detroit Ad Sales Office: 2301 W. Big Beaver Road, Suite 621, Troy, MI 48084, (313) 649-7170.
Program Hours: 24 Hours
Program Format: Video music, entertainment
Satellite: Galaxy III/15
Subscriber Information:
Affiliates: 3,505 as of 3/01/90; Subscribers: 35,300,000;
Advertising Per Hour: National-6 minutes/Local-2 minutes

VISION INTERFAITH SATELLITE NETWORK
(212) 602-0738

74 Trinity Place
Suite 800
New York, NY 10006
Parent Company: National Interfaith Cable Coalition
Personnel: Dr. Daniel Matthews, Chairman; Nelson Price, President & CEO; Jeff Weber, Executive VP Programming & Operations; William Airy, President VISN Group Inc.; Judy Wormington, Account Manager, East; Gary Clark, Account Manager, Central, West; Cynthia Smith, Marketing Manager
Regional Offices: VISN Group, Inc., 4643 South Ulster Street, Suite 600, Denver, CO 80237
Program Hours: 8:00 a.m.- 2:00 a.m. ET
Program Format: Faith and values-oriented programs
Satellite: Satcom IIIR/14
Subscriber Information:
Affiliates: 417 as of 4/01/90; Subscribers: 5,700,000; Price, sub:.03
Advertising Per Hour: National-6 minutes/Local-2 minutes

THE WEATHER CHANNEL
(404) 434-6800

2600 Cumberland Parkway
Atlanta, GA 30062
Parent Company: Landmark Communications Inc. Norfolk, VA
Personnel: Michael Eckert, President; Patrick Clark, Senior VP Administration & Finance; Stan Hunter, Senior VP Programming & Operations; Becky Ruthven, VP Affiliate Sales & Marketing; Donald Ershow, VP Advertising Sales; Frank Garland, West Central Division Advertising Sales Manager; Norman Zeller, East Central Division Advertising Sales Manager; Edward Byrnes, Eastern Division Advertising Sales Manager; Michael Lerner, Western Division Advertising Sales Manager; Tamra Zinn, Eastern Division Affiliate Sales & Marketing Director; Mary Hogan, Western Division Affiliate Sales & Marketing Director; Mimi Stamper, Affiliate Marketing Director
Regional Offices: 435 N. Michigan Avenue, 30th Floor, Chicago, IL 60611 (312) 644-0570, Frank Garland; 25689 Kelly Road, Roseville, MI 48066 (313) 777-0970, Norm Zeller; 1925 Century Park East, Suite 830, Los Angeles, CA 90067 (213) 785-0511, Mary Hogan; 780 Third Avenue, 23rd Floor, New York, NY 10017 (212) 308-3055, Edward Byrnes.
Program Hours: 24 Hours
Program Format: International, national, regional and local weather
Satellite: Galaxy III/13, VideoCipher encrypted
Subscriber Information:
Affiliateiates: 2,950 as of 3/1/90; Subscribers: 42,493,000;
Advertising Per Hour: National-9 minutes/Local-2 minutes

WGN/UNITED VIDEO
(918) 665-6690

3801 S. Sheridan
Tulsa, OK 74145
Parent Company: United Video
Personnel: Jeff Treeman, Senior VP; Anne Wilkerson, VP Cable Sales; Reuben Gant, VP Corporate Accounts; Derk Tenzythoff Manager, Marketing; John Hawkins, Manager, Advertising & Promotions; Janice Ruh, Manager, Marketing Information; Ira Apt, Director, Operations
Program Hours: 24 Hours
Program Format: Superstation with sports, movies, series, kids shows and specials.
Satellite: Galaxy I/3, VideoCipher encrypted
Subscriber Information:
Affiliateiates: 12,428 as of 12/31/89; Subscribers: 30,000,000; Price, sub:.10

WPIX/UNITED VIDEO
(918) 665-6690

3801 S. Sheridan
Tulsa, OK 74145
Parent Company: United Video
Personnel: Jeff Treeman, Senior VP; Anne Wilkerson, VP Cable Sales; Reuben Gant, VP Corporate Accounts; Derk Tenzythoff, Manager, Marketing; John Hawkins, Manager, Advertising & Promotions;

Janice Ruh, Manager, Marketing Information; Ira Apt, Director, Operations
Program Hours: 24 Hours
Program Format: Superstation sports, movies, kids shows, series and specials.
Satellite: Spacenet III/5, VideoCipher encrypted
Subscriber Information: Affiliateiates: 723 as of 12/31/89; Subscribers: 10,000,000; Price, sub:.10

WSBK-TV
(315) 455-5955

112 Northern Concourse
Syracuse, NY 13221
Personnel: Eastern Microwave
Personnel: Art Perkins, General Manager; Gil Korta, VP Video Programming; Laurie Silverman, Sales Manager
Program Hours: 24 Hours
Program Format: Superstation
Satellite: Spacenet 3/3, VideoCipher encrypted
Subscriber Information: Affiliates: 150 as of 1/1/90; Subscribers: 2,000,000; Price, sub:.10

WOR

WWOR-TV
(315) 455-5955

112 Northern Concourse
Syracuse, NY 13221
Parent Company: Eastern Microwave
Personnel: Art Perkins, General Manager; Gil Korta, VP Video Programming; Laurie Silverman, Sales Manager
Program Hours: 24 Hours
Program Format: Superstation
Satellite: Galaxy I/15, VideoCipher encrypted
Subscriber Information: Affiliates: 3,100 as of 1/1/90; Subscribers: 12,500,000; Price, sub: .10

PAY SERVICES

CINEMAX
(212) 512-1000

1100 Avenue of the Americas
New York, NY 10036
Parent Company: Home Box Office
Personnel: Michael Fuchs, Chairman & CEO; E. Thayer Bigelow, President; John Redpath, Senior VP General Counsel; Larry Carlson, Executive VP Affiliate Sales & Operations; Jeff Bewkes, Senior VP CFO; John Billock, Senior VP Marketing; Dan Levinson, VP Advertising & Consumer Promotion; Steve Janas, VP Direct Marketing; Cis Wilson; VP Original Programming; Barbara Jaffe, VP Sales, Promotion & Development
Regional Offices: Lenox Bldg. 3399 Peachtree Road NE, Suite 1600, Atlanta, GA 30326 (404) 239-6600, Gail Sermersheim; 6250 River Road, Suite 10-300, Rosemont, IL 60018 (708) 318-5100, Bruce Zeller; 12750 Merit Drive, Suite 1200, Dallas, TX 75251 (214) 450-1000, Jerry Flavin; The Quadrant, 5445 DTC Parkway, Suite 700, Englewood, CO 80111 (303) 220-2900, Jack Hayes; 6363 NW 6th Way, Suite 410, Ft. Lauderdale, FL 33309 (305) 491-0411, Jeff Krolik; 9401 Indian Creek Parkway, Suite 850, Overland Park, KS 66210 (913) 451-5100, Sharon Bennett; 2049 Century Park East, Suite 4100, Los Angeles, CA 90067 (213) 201-9200, Janice Aull; 1100 Avenue of the Americas, New York, NY 10036 (212) 512-1000, Peter Cohan; One Bala Cynwyd Plaza, Suite 440, 231 St. Asaphs Place, Bala Cynwyd, PA 19004 (215) 668-6500, Steve Davidson; Two Embarcadero Center, Suite 840, San Francisco, CA 94111 (415) 765-7700, Janet Long.
Program Hours: 24 Hours
Program Format: Theatrical movies each month plus original movie-based programs.
Satellite: Satcom IIIR/23; Galaxy I/19, VideoCipher encrypted
Subscriber Information: Affiliates: 5,200 as of 12/31/89; Subscribers: 6,400,000

The Disney Channel
America's Family Network™

THE DISNEY CHANNEL
(818) 569-7500

3800 W. Alameda Ave.
Burbank, CA 91505
Parent Company: Walt Disney
Personnel: John Cooke, President; Mark Handler, Senior VP Sales & Affiliate Marketing; Stephen Fields, Senior VP Original Programming; Bruce Rider, Senior VP Programming; Tom Wszalek, VP Consumer Marketing; Pat Lopker, VP Finance; Winnie Wechsler, VP Business Development; Charles Nooney, VP Affiliate Operations; George Leitman, VP New Markets
Program Hours: 24 Hours
Program Format: Family-oriented movies, series and specials
Satellite: Galaxy I/4, 24 VideoCipher encrypted
Subscriber Information: Affiliates: 6,100 as of 12/31/89; Subscribers: 5,003,000

HOME BOX OFFICE
(212) 512-1000

1100 Avenue of the Americas
New York, NY 10036
Parent Company: Time Warner Inc.
Personnel: Michael Fuchs, Chairman & CEO; E. Thayer Bigelow, President; John Redpath, Senior VP General Counsel; Larry Carlson, Executive VP Affilate Sales & Operations; Jeff Bewkes, Senior VP CFO; John Billock, Senior VP

Marketing; Bridget Potter, Senior VP Original Programming; Seth Abraham; Senior VP Programming Operations & Sports; Dan Levinson, VP Advertising & Consumer Promotion; Steve Janas, VP Direct Marketing; Barbara Jaffe, VP Sales, Promotion & Development
Regional Offices: Lenox Bldg. 3399 Peachtree Road NE, Suite 1600, Atlanta, GA 30326 (404) 239-6600, Gail Sermersheim; 6250 River Road, Suite 10-300, Rosemont, IL 60018 (708) 318-5100, Bruce Zeller; 12750 Merit Drive, Suite 1200, Dallas, TX 75251 (214) 450-1000, Jerry Flavin; The Quadrant, 5445 DTC Parkway, Suite 700, Englewood, CO 80111 (303) 220-2900, Jack Hayes; 6363 NW 6th Way, Suite 410, Ft. Lauderdale, FL 33309 (305) 491-0411, Jeff Krolik; 9401 Indian Creek Parkway, Suite 850, Overland Park, KS 66210 (913) 451-5100, Sharon Bennett; 2049 Century Park East, Suite 4100, Los Angeles, CA 90067 (213) 201-9200, Janice Aull; 1100 Avenue of the Americas, New York, NY 10036 (212) 512-1000, Peter Cohan; One Bala Cynwyd Plaza, Suite 440, 231 St. Asaphs Place, Bala Cynwyd, PA 19004 (215) 668-6500, Steve Davidson; Two Embarcadero Center, Suite 840, San Francisco, CA 94111 (415) 765-7700, Janet Long.
Program Hours: 24 Hours
Program Format: Theatrical movies, plus original motion pictures; music, comedy, original drama, documentary, series programming; sports.
Satellite: Satcom IIIR/13; Galaxy I/23, VideoCipher encrypted
Subscriber Information: Affiliates: 8,500 as of 12/31/89; Subscribers: 17,300,000

THE MOVIE CHANNEL

THE MOVIE CHANNEL
(212) 708-1797

1633 Broadway
New York, NY 10019
Parent Company: Showtime Networks
Personnel: Tony Cox, Chairman & CEO; Matt Blank, Executive VP Marketing; Jack Heim, Executive VP Sales & Affiliate Marketing; John Burns, Senior VP Sales & Field Operations; Steve Hewitt, Senior VP Original Programming & Production; Nora Ryan, Senior VP Consumer Marketing; Rick Howe, Senior VP Affiliate Marketing; Jim Miller, Senior VP Program Acquisition & Planning; Lori Ogden, VP Advertising & Promotion; Mark Greenberg VP Direct Marketing; Barbara Bellafiore, VP Sales Strategy
Regional Offices: Northcentral Region: 303 East Wacker Drive, Suite 2024, Chicago, Il 60601 (312) 993-0100, Raymond Boller, VP; South Central Region: 5000 Quorum Drive, Suite 455, Lock Box 59, Dallas, TX 75240 (214) 241-1421, Elaine Parris, VP; Western Region: 10 Universal City Plaza, Universal City, CA 91608 (818) 505-7700, Carol Mechanic, VP; Rocky Mountain Region: 8101 East Prentice Ave., Suite 704, Englewood, CO 80111 (303) 850-7380, Dick Ingebrand, Zone VP; South Eastern Region: 1040 Crown Pointe Parkway, Suite 850, Atlanta, GA 30338 (404) 396-1333; Northeast Region: 1211 Avenue of the Americas, New York, NY 10036 (212) 719-8900, Richard Maul, Regional VP
Program Hours: 24 Hours
Program Format: Movies
Satellite: Galaxy I/10,17; VideoCipher encrypted
Subscriber Information: Affiliates: 3,250 as of 4/1/90; Subscribers: 3,000,000

SHOWTIME.
IT PAYS TO BE DIFFERENT

SHOWTIME
(212) 708-1797

1633 Broadway
New York, NY 10019
Parent Company: Showtime Networks
Personnel: Tony Cox, Chairman & CEO; Matt Blank, Executive VP Marketing; Jack Heim, Executive VP Sales & Affiliate Marketing; John Burns, Senior VP Sales & Field Operations; Steve Hewitt, Senior VP Original Programming & Production; Nora Ryan, Senior VP Consumer Marketing; Jim Miller, Senior VP Program Acquisition & Planning; Lori Ogden, VP Advertising & Promotion; Mark Greenberg, VP Direct Marketing; Barbara Bellafiore, VP Sales Strategy
Regional Offices: Northcentral Region: 303 East Wacker Drive, Suite 2024, Chicago, Il 60601 (312) 993-0100, Raymond Boller, VP; South Central Region: 5000 Quorum Drive, Suite 455, Lock Box 59, Dallas, TX 75240 (214) 241-1421, Elaine Parris, VP; Western Region: 10 Universal City Plaza, Universal City, CA 91608 (818) 505-7700, Carol Mechanic, VP; Rocky Mountain Region: 8101 East Prentice Ave., Suite 704, Englewood, CO 80111 (303) 850-7380, Dick Ingebrand, Zone VP; South Eastern Region: 1040 Crown Pointe Parkway, Suite 850, Atlanta, GA 30338 (404) 396-1333; Northeast Region: 1211 Avenue of the Americas, New York, NY 10036 (212) 719-8900, Richard Maul, Regional VP.
Program Hours: 24 Hours
Program Format: Blockbuster movies, comedy series and specials, concerts, original movies and miniseries, championship boxing, family programs and classic films.
Satellite: Galaxy I/5,16
Subscriber Information: Affiliates: 6,000 as of 1/1/90; Subscribers: 7,300,000

PAY-PER-VIEW SERVICES

CABLE VIDEO STORE
(215) 956-6611

2200 Byberry Rd.
Hatboro, PA 19040
Parent Company: Jerrold Communications
Personnel: Hal Krisbergh, President-Jerrold Communications; Ken Nimmer, VP Programming; Jeremy Rosenberg, Director, Operations; Dana Ainsworth, Manager, Programming; Bonnie Bratby, Manager, Advertising & Promotions
Regional Offices: Dale Lister, Manager Affiliate Relations/Northern Region (215) 956-6614, Hatboro, PA; Jann Mellman, Manager Affiliate Relations, Southern Region (803) 795-4630, 113 Wappoo Creek Drive, #5, Charleston, SC 29412; Donna Stone, Manager Affiliate Relations, Western Region (303) 740-6118, 7100 E. Bellview, Suite 101, Englewood, CO 80111.
Program Hours: 24 Hours
Program Format: hit movies, special events, older film releases, children's favorites and lifestyle videos.
Satellite: Galaxy III/5, VideoCipher encrypted
Subscriber Information:
Affiliates: 150 as of 3/01/90;
Addressable Subscribers: 1,000,000;

DRIVE-IN CINEMA
(212) 941-1434

532 Broadway
6th Floor
New York, NY 10012
Parent Company: Graff Pay-Per-View
Personnel: Mark Graff, President; Leland Nolan, Executive VP; Nancy Anderson, Senior VP Programming & Operations; Steve Saril, VP Affiliate Sales & Marketing; Tina Clarke, Director, Public Relations; Victoria Salloum, Manager, Affiliate Sales & Relations;
Regional Offices: Stephen Porter, Director, Southeast Region: 4 Creekpark Court, Roswell, GA 30075 (404) 992-7824
Program Hours: 2:00 p.m. - 6:00 a.m. ET
Program Format: Action-adventure films and adult romances, plus specials
Satellite: Spacenet II/1, VideoCipher encrypted
Subscriber Information:
Affiliates: 10 as of 04/01/90;
Addressable Subscribers: 1,000,000

PLAYBOY At NIGHT

PLAYBOY AT NIGHT
(213) 659-4080

8560 Sunset Boulevard
Los Angeles, CA 90069
Parent Company: Playboy Video Enterprises
Personnel: Christie Hefner, Chairman, Playboy Enterprises; Robert Friedman, President, PVE; Richard Sowa, President; Michael K. Fleming, Senior VP GM; Allan Schwartz, Executive VP Programming; Steve Rechtschaffner, Senior VP; Larry Logan, VP Creative Services; Beverly Hutten, Manager, Creative Services; Jeff Ophime, Manager, Creative Services
Regional Offices: Michael Feinner; Regional VP Western Region; 8560 Sunset, LA 90069; (213) 659-4080; Jaime Fritz, Director, Sales & Affiliate Marketing; Tom Halsey; Director, Sales & Affiliate Marketing; 3473 Satellite Blvd. #200, Duluth, GA; Brian Quirk; Regional VP Eastern Region; 680 Lake Shore Dr., Chicago 60611; Don Starcke; Director, Sales & Affiliate Marketing; 8560 Sunset, LA (213) 659-4080 (312) 751-8000
Program Hours: 5:00 p.m. -3:00 a.m. PT weekdays; 8:00 p.m. - 6:00 a.m. PT weekends
Program Format: Adult entertainment, featuring original programs and features
Satellite: Satcom IV/24, scrambled
Subscriber Information:
Affiliates: 100 as of 4/1/90;
Addressable Subscribers: 3,000,000

RENDEZVOUS
(212) 941-1434

532 Broadway
6th Floor
New York, NY 10012
Parent Company: Graff Pay-Per-View
Personnel: Mark Graff, President; Leland Nolan, Executive VP; Nancy Anderson, Senior VP Programming & Operations; Steve Saril, VP Affiliate Sales & Marketing; Tina Clarke, Director, Public Relations; Victoria Salloum, Manager, Affiliate Sales & Relations
Regional Offices: Steve Porter, Director, Southeast Region, 4 Creekpark Court, Roswell, GA 30075 (404) 992-7824
Program Hours: 8:00 p.m. - 8:00 a.m. ET
Program Format: Adult entertainment movies and specials.
Satellite: Spacenet II/2, VideoCipher encrypted
Subscriber Information:
Affiliates: 20 as of 04/01/90;
Addressable Subscribers: 1,100,000;

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The Best in Movies, Sports and Specials

REQUEST TELEVISION
(212) 916-1041

685 Third Avenue
20th Floor
New York, NY 10017
Parent Company: Group W Satellite Communications/Reiss Media
Personnel: Jeffrey Reiss, Chairman, President & CEO; Lloyd Werner, President, Request TV; James Ganley, Executive VP & CFO, Reiss Media; Peter Brickman, VP Production, Operations & Engineering; Kathleen Canavan, VP Marketing GWSC; Mark Cutten, VP Programming & Studio Relations; Cheryl Daly, VP Public Relations

GWSC; Roy Mehlman, VP Affiliate Relations GWSC; Amelie Tseng, Manager, Public Relations; Barbara Piscitelli, Manager, Marketing
Program Hours: 24 hours
Program Format: Movies and special events.
Satellite: Satcom IIIR/19; Satcom F3R/24
Subscriber Information:
Affiliates: 342 as of 02/01/90; Addressable Subscribers: 5,900,000;

TUXXEDO NETWORK

(212) 696-1221

419 Park Avenue South 3rd Floor
New York, NY 10016
Personnel: Jeffrey Younger, President; Robert Kramer, CFO; Gibi Brown, Senior VP Sales & Affiliate Relations; Michael Kashmer, VP Sales & Affiliate Relations; John Amero, Director, Advertising & Promotions; Tom Russ, Director, Affiliate Marketing
Program Hours: 7:30 p.m.-6:30 a.m. ET
Program Format: Adult entertainment--movies and specials
Satellite: Galaxy II/4
Subscriber Information:
Affiliates: 55 as of 4/1/90; Addressable Subscribers: 1,500,000

VIEWER'S CHOICE

(212) 468-6600

909 Third Ave.
21st Floor
New York, NY 10022
Parent Company: Pay Per View Network Inc.
Personnel: James Heyworth, President & CEO; J. Robert Bedell, Senior VP Sales & Marketing; James English, Senior VP Programming; Hilda Chazanovitz, VP Marketing; Sandra Landau, VP General Counsel; Hilda Chazanovitz, VP Marketing;
Regional Offices: 1888 Century Park East, Suite 830, Century City, CA 90067 (213) 785-9094, Mark Landon, Director, Affiliate Relations.
Program Hours: 24 hours
Program Format: Films, sports and entertainment events.
Satellite: Galaxy III/16, 21, VideoCipher encrypted
Subscriber Information:
Affiliates: 300 as of 04/01/90; Addressable Subscribers: 6,300,000;

HOTEL PAY-PER-VIEW SERVICES

COMSAT VIDEO ENTERPRISES

(301) 428-4000

2230 Comsat Drive
Clarksburg, MD 20871
Parent Company: Comsat
Personnel: Robert Wussler, President & CEO; Char Beales, VP Program Development; Daniel Thomas, VP Finance & Adminstration; John Schmuhl, VP & General Manager; Al Norcott, VP Broadcast Operations; Michael Klein, VP Programming; Frank Famariss, VP Sales & Marketing; Arthur Sando, VP Marketing & Communications; Patrick Bohana, Director, Cable Ventures; Alison Curtis, Director, Marketing; Marty Diller, National Account Manager, Northeast; Wes Cowley, National Account Manager, Southeast; James Wilbourn, National Account Manager, South Central; Lynn Rader, National Account Manager, Far West; Debra Schlundt, Manager, Affiliate Relations
Regional Offices: Northeast: Marty Diller: 1240 Victoria Lane, West Chester, PA 19380, 215-431-1936; Southeast: Wes Cowley: 625 Hawthorne Trail, Lakeland, FL 33803, 813-688-8410; So. Central: James Wilburn: 3335 Timmons Lane #140, Houston, TX 77027, 713 621 5259; Far West: Lynn Rader: 11548 Windcreast Lane #232, San Diego, CA 92128, 619-673-2260
Program Hours: 1 a.m.-6 a.m. ET
Program Format: Feature films
Satellite: SBS III, VideoCipher encrypted
Subscriber Information:
Affiliates: 1,700 as of 01/01/90; Subscribers: 310,000

GUEST CINEMA

(212) 984-5900

1 Dag Hammarskjold Plaza
New York, NY 10017
Parent Company: Reiss Media Enterprises
Personnel: Jeffrey Reiss, Chairman, President and CEO; James Ganley, Executive VP CFO; Peter Brickman, VP General Manager, Guest Cinema; Mark Cutten, VP Programming & Studio Relations; Ron Midili, Manager, Programming; Jan Teich, Director, Marketing and Public Relations; Lisa Gage, Manager, Marketing; Louise Fickens, Trade Marketing Coordinator; Dominic Cioffi, Financial Analyst
Program Hours: 22 Hours
Program Format: Two movie channels running 12 titles per month
Satellite: Satcom IV/14,18; Scrambled
Subscriber Information:
Affiliates: 250 hotels as of 4/1/90; Hotel Rooms: 55,000

AUDIO SERVICES

AEI MUSIC NETWORK

(919) 783-0391

3717 National Drive
Suite 109
Raleigh, NC 27612
Personnel: Michael Malone, President; Bonnie Sullivan, National Sales Manager/Special Events
Program Hours: 24 hours
Program Format: Four different formats-LIFESTYLE: Contemporary instrumental. STARTRACKS: Pop hits CLASSICAL: Popular light classical music DEBUT: original artist chart hits.
Satellite: Satcom K2/12; Galaxy I/3
Subscriber Information:

Affiliates: 160 as of 03/31/90; Subscribers: 5,000,000; Price/sub: .01

C-SPAN AUDIO NETWORK I/II
(202) 737-3220

400 North Capitol St. NW
Suite 650
Washington, DC 20001

Personnel: Brian Lamb, President and COO; Susan Swain, Senior VP; Rob Kennedy, Senior VP; Mike Michaelson, Executive VP; Beth Glass, Audio Services Manager; Lisa Kerr, Manager, Affiliate Relations; Peter Kiley, Supervisor, Affiliate Relations; Pat Daniel, Supervisor, Marketing; Cynthia Dinkins-Lassiter, Marketing Representative, Special Projects; Barkley Kern, Marketing Representative, Western Region; Charlotte Bowers, Marketing Representative, Southeast Region; Kate Mills, Marketing Representative, MidAtlantic Region
Program Hours: 24 hours
Program Format: Public affairs
Satellite: Galaxy III/24
Subscriber Information:
Affiliates: 8 (Audio I), 4 (Audio II) as of 01/01/90; Subscribers: 548,100 (Audio I), 440,700 (Audio II); Price/sub: .04

CABLE RADIO NETWORK
(818) 352-7152

10487 Sunland Blvd.
Sunland, CA 91040

Personnel: Michael Horn, President; Melody Kishimoto, Business Manager; Robert Lane, Production Engineer; Susan Watters, Affiliate Representive
Regional Offices:
United Video, Tulsa, OK
Program Hours: 24 Hours
Program Format: Adult contemporary
Satellite: Satcom IIIR/11
Subscriber Information:
Affiliates: 65 as of 03/01/90; Subscribers: 2,311,692

GALACTIC RADIO
(303) 792-3111

9697 E. Mineral Ave.
Englewood, CO 80112

Parent Company: Jones International
Personnel: Glenn Jones, Chairman & CEO; Gregory Liptak, Group President; Jeffrey Hansen, General Manager; Dale Ogden, Operations & Program Manager; Gwenael Hagan, Director, Concept Integration; Adrienne Thiele, Manager of Product Marketing; Cindy Eichner, Affiliate Sales Manager, West; Chery Eichner, Affiliate Sales Manager, East; Sharon Sall, Affiliate Relation Coorinator; Andrea Montoni, Public Relations Manager
Program Hours: 24 Hours
Program Format: 6 music formats: classical, new age jazz, country, adult contemporary, classic rock, easy listening; 4 news/sports/talk radio superstations; In-Touch Network (reading service for the visually-impaired).
Satellite: Galaxy III/11
Subscriber Information:
Affiliates: 165 as of 03/01/90; Subscribers: 4,500,000; Price/sub: .01 to .09

KKJZ/UNITED VIDEO
(918) 665-6690

3801 S. Sheridan
Tulsa, OK 74145

Parent Company: United Video Inc.
Personnel: Jeff Treeman, Senior VP; Anne Wilkerson, VP Cable Sales; Reuben Gant, VP Corporate Accounts; Derk Tenzythoff, Manager, Marketing; John Hawkins, Manager, Advertising & Promotions; Janice Ruh, Manager, Marketing Information; Ira Apt, Director, Operations
Program Hours: 24 hours
Program Format: Jazz
Satellite: Spacenet III/8
Subscriber Information:
Affiliates: 20 as of 12/31/89; Subscribers: 249,804; Price/sub: .02

MOODY BROADCASTING NETWORK
(312) 329-4433

820 North LaSalle Drive
Chicago, IL 60610

Parent Company: Moody Bible Institute of Chicago
Personnel: Joseph Stowell III, President; Robert Neff, VP Broadcasting; Wayne Shepherd, Manager, Programming Division; Robert West, Director, Network Development; David Woodworth, Administrator, Affiliate Development; Becky Horne, Network Representative; Daniel Deal, Network Representative; Robert Butts, Network Representative
Program Hours: 24 hours
Program Format: Christian stereo audio; MOR, variety.
Satellite: Spacenet III/13; Aurora I/10
Subscriber Information:
Affiliates: 50 as of 02/28/90; Subscribers: 723,731

TEMPO
(212) 983-3300

342 Madison Avenue
Suite 505
New York, NY 10173

Parent Company: International Cablecasting Technologies
Personnel: Jerold Rubinstein, Chairman; W. Thomas Oliver, President; Molly Seagrave, VP Communications; John Flannery, Director, Affiliate Sales & Marketing; Mike Davis, Network Operations
Program Hours: 24 hours
Program Format: 6 channels of music plus In-Touch Network
Satellite: Satcom IV/19
Subscriber Information:
Affiliates: 100 as of 04/01/89; Subscribers: 1,000,000; Price/sub: .03

WFMT/UNITED VIDEO

(918) 665-6690

3801 S. Sheridan
Tulsa, OK 74145
Parent Company: United Video Inc.
Personnel: Jeff Treeman, Senior VP; Anne Wilkerson, VP Cable Sales: Reuben Gant, VP Corporate Accounts; Derk Tenzythoff, Manager, Marketing; John Hawkins, Manager, Advertising & Promotions; Janice Ruh, Manager, Marketing Information; Ira Apt, Director, Operations
Program Hours: 24 hours
Program Format: Classical music
Satellite: Galaxy I/3
Subscriber Information: Affiliates: 165 as of 12/31/89; Subscribers: 1,453,861; Price/sub: .02

TEXT SERVICES

AP BUSINESS/NEWS/SPORTS PLUS

(202) 955-7200

1825 K. Street, NW
Washington, DC 20006
Parent Company: Associated Press/ Tribune Media Services
Personnel: Greg Groce, Director, Cable TV; Bob Reed, President, Plus; Mike Argirion, VP, Plus
Regional Offices: Tribute Media Services, 64 East Concord Street, Orlando, FL 32801, (407) 839-5600
Program Hours: 24 Hours
Program Format: Updated 30-minute information cycles
Satellite: Spacenet III/4
Subscriber Information: Affiliates: 200 as of 4/1/90; Subscribers: 4,700,000; Price/sub: varies with size of system
Advertising Per Hour: National-6 minutes/Local-2 minutes

CABLE SPORTSTRACKER

(918) 665-6690

3801 South Sheridan
Tulsa, OK 74145
Parent Company: Prevue Networks Inc.
Personnel: Joe Batson, VP Chief Operating Officer; Wm. Chris Bourne, VP Marketing/Operations; Mary Prodger, VP Programming/ Production; Donna Davis, Director, Affiliate Sales; Elaine Estes, Director, National Accounts
Program Hours: 24 Hours
Program Format: Alphanumeric service offering sports scores, news and schedules
Satellite: Galaxy I/3
Subscriber Information: Affiliates: 42 as of 02/28/90; Subscribers: 1,249,484

EPG/ELECTRONIC PROGRAM GUIDE

(918) 665-6690

3801 S. Sheridan
Tulsa, OK 74145
Personnel: Joe Batson, VP Chief Operating Officer; Wm. Chris Bourne, VP Marketing/Operations; Mary Prodger, VP Programming/ Production; Donna Davis, Director, Affiliate Sales; Elaine Estes, Director, National Accounts
Program Hours: 24 Hours
Program Format: On-screen program guide, customized by system and updated daily
Satellite: Galaxy I/3
Subscriber Information: Affiliates: 123 as of 02/28/90; Subscribers: 4,513,707
Advertising Per Hour: National-N.A./Local-3 Minutes

EPG JR.

(918) 665-6690

3801 S. Sheridan
Tulsa, OK 74145
Parent Company: Prevue Networks Inc..
Personnel: Joe Batson, VP Chief Operating Officer; Wm. Chris Bourne, VP Marketing/Operations; Mary Prodger, VP Programming/ Production; Donna Davis, Director, Affiliate Sales; Elaine Estes, Director, National Accounts
Program Hours: 24 Hours
Program Format: On-screen program guide for up to 21 channels
Satellite: Galaxy I/3
Subscriber Information: Affiliates: 376 as of 02/28/90; Subscribers: 420,381

STORY VISION NETWORK (formerly known as GENESIS STORYTIME) (204) 942-1005

1400-19 Lombard Avenue
Winnipeg, Manitoba, R3B 0X1
Personnel: Helmut Sass, President; Bob Nyhoff, Sales Manager
Program Hours: 24 hours
Program Format: Children/ Family tales and features
Satellite: Satcom IIIR/3 VideoCipher encrypted
Subscriber Information: Affiliates: 40 as of 09/01/89; Subscribers: 2,100,000

COMPUTER SERVICES

FNN MARKETWATCH

(703) 790-3570

8300 Old Courthouse Rd. Suite 200
Vienna, VA 22182
Parent Company: Financial News Network (Data Broadcasting Corp. division)
Personnel: Ed Happ, General Manager; Ed Anderson, Senior VP Marketing/Sales; Fred McEnony, Sales Manager
Program Hours: 24 Hours
Program Format: Business information and stock quotes
Satellite: Satcom IIIR/22
Subscriber Information: Affiliates: 900 as of 03/23/90; Subscribers: 4,000; Price/sub: $110.

X*PRESS INFORMATION SERVICES
(303) 721-1062

Regency Plaza One/4643 S Ulster
Suite 340
Denver, CO 80237
Parent Company: Tele-Communications Inc.
Personnel: Gerald Bennington, President; George Backer, VP Technical; Gary Clark, VP Affiliate Relations; Judy Spurgeon, VP Customer Sales & Support; Tomec Smith, VP Marketing
Program Hours: 24 Hours
Program Format: News, information features and children's material
Satellite: Galaxy I/7,18 VideoCipher encrypted
Subscriber Information: Affiliates: 550 as of 01/01/90; Subscribers: N.A.

INTERACTIVE SERVICES

VIDEO JUKEBOX NETWORK
(305) 573-6122

3550 Biscayne Blvd.
Miami, FL 33137
Parent Company: Video Jukebox Network Inc.
Personnel: David Unger, Chairman; Andrew Orgel, President/CEO; Jose Felipe VP Finance & Administration; Cheryl Greene, VP Affiliate Sales & Marketing; Les Garland, VP Programming; John Robson, Director Corporate Communications & Production; Mark Petronaci, Director, New Product Development; Ashley Stoken, Manager, Promotions; Steve Williams, Director New Business Development;
Regional Offices: Davida Shear, East Coast Affiliate Sales, 175 West 79th Street, New York, NY 10024 (212) 873-9300; Shirley Rohn-Saito, West Coast Affiliate Sales, 3170 West Sierra Drive, Westlake, CA 91362 (805) 379-2557.
Program Hours: 24 Hours
Program Format: Music videos using a viewer programmed interactive system.
Subscriber Information: Affiliates: 50 as of 04/01/90; Subscribers: 6,600,000; Advertising Per Hour: National-none/Local-N.A.

CROSS-CHANNEL PROMOTION SERVICES

NUSTAR
(215) 692-5900

1332 Enterprise Drive
West Chester, PA 19380
Parent Company: The Lenfest Group
Personnel: Wayne Bullock, President; William Baker, VP Affiliate Sales; Peter Mondics, VP Network Sales; Doug Dexter, VP Operations
Regional Offices: Central-Lisa Schwartz (215) 692-5900; Northeast-Rich Millar (215) 692-5900; Southeast-Bob Mason (404) 279-8688; West-Nancy Sill (415) 837-7144.
Program Hours: 7:00 AM - 2:00 AM ET
Program Format: Cross-channel promotion service.
Satellite: Galaxy III/12
Subscriber Information: Affiliates: 351 as of 03/12/90; Subscribers: 10,097,742

PRIME TIME TONIGHT
(404) 434-6800

2600 Cumberland Parkway
Atlanta, GA 30339
Parent Company: Cable Video Entertainment/Landmark Communications/Tele-Communications Inc.
Personnel: Michael Eckert, President; Becky Ruthven, VP Affiliate Sales & Marketing; Mimi Stamper, Affiliate Marketing Director; Tamra Zinn, Eastern Division Director; Joe Pfifer, Affiliate Sales Manager; Kathy Lane, Public Relations Manager
Regional Offices: 1925 Century Park East, Suite 830, Los Angeles, CA 90067 (213) 785-0511, Mary Hogan, Western Division Director.
Program Hours: :27 and :57 past the hour, starting at 6:57 through 10:27 ET
Program Format: System-specific program promotion service.
Satellite: Galaxy III/13, VideoCipher encrypted
Subscriber Information: Affiliates: 400 as of 01/01/90; Subscribers: 7,200,000; Price, sub: .0133

SHOPPING SERVICES

HOME SHOPPING NETWORK I/II
(813) 572-8585

PO Box 9090
Clearwater, FL 34618-9090
Parent Company: Home Shopping Network
Personnel: Roy Speer, Chairman and CEO; Lowell Paxson, President; Nando DiFilippo, Executive VP, General Counsel & Secretary; Les Wandler, CFO & Treasurer; J. Michael Reardon, Executive VP Operations; Scott Campbell, Senior VP, Cable Affiliates; William Doten, VP Corporate Marketing
Program Hours: 24 hours
Satellite: Galaxy III/8
Subscriber Information: Affiliates: 1,500 (HSN I), 400 (HSN II) as of 4/1/90; Subscribers: 17,000,000 (HSN I) 7,000,000 (HSN II)

JCPenney
TELEVISION
SHOPPING
CHANNEL

J.C. PENNEY TV SHOPPING CHANNEL
(214) 591-3948

One Lincoln Center
5430 LBJ Freeway
Dallas, TX 75240

Parent Company: J.C. Penney Co.

Personnel: B.D. Langford, President; Gary Watkinson, Sales & Marketing Manager; Al Bell, Director, Merchandising; Enid Stepner, Public Relations Manager

Regional Offices: 5842 Sunset Blvd., Bldg. 11 2nd Floor, Hollywood, CA 90028, Dean Thomas, VP Sales & Marketing Western Region; 501 Archdale Drive, Suite 127, Charlotte, NC 28210, Jackie Bradley, VP Sales Eastern Region.

Program Hours: 24 hours

Satellite: Satcom IIIR/8

Subscriber Information: Affiliates: 900 as of 04/01/90; Subscribers: 13,000,000

QVC®
NETWORK

QVC NETWORK
(215) 430-1000

1365 Enterprise Drive
West Chester, PA 19380

Personnel: Joesph Segel, Chairman & CEO; Michael Boyd, President & COO; Bruce Sellers, Executive VP, Affiliate Relations; Douglas Briggs, Executive VP, Programming; Ronald Giles, Executive VP, Broadcasting; Keith Halford, Executive VP New Business; William Costello, Executive VP, CFO; Gary Ozaroff, Executive VP Merchandising; George Nice, VP Marketing Services; MaryBeth Alvin, Director, Public Relations

Regional Offices: Peter Flint, VP Affiliate Relations Eastern Region; 1366 Enterprise Dr. West Chester PA 19380, (215) 430-1028; Chuck Price, VP Affiliate Relations Western Division; 8101 East Prentice, Suite 610, Englewood, CO 80111 (303) 721-7718

Program Hours: 24 Hours

Program Format: Theme hours

Satellite Offices: Galaxy III/9

Subscriber Information: Affiliates: 3,000 as of 03/30/90; Subscribers: 35,000,000

REGIONAL BASIC SPORTS SERVICES

ARIZONA SPORTS PROGRAMMING NETWORK
(602) 866-0072

17602 N. Black Canyon Highway
Phoenix, AZ 85023

Parent Company: Times Mirror Cable TV

Personnel: Suzee Smith-Everhard, Director, Programming; George Allen, Sports Coordinator; John Lunning, Production Manager; Steve Rizley, General Sales Manager, Advertising; Paul Gregg, VP Marketing

Program Hours: 4:00 p.m. - 2:00 a.m. PT (End time varies due to events.)

Subscriber Information: **Affiliates: N.A.;** Subscribers: 308,000

Advertising Per Hour: Regional-N.A./Local-2 minutes

KBL SPORTS NETWORK
(412) 381-9500

Trimont Towers
1305 Grandview Ave.
Pittsburgh, PA 15211

Parent Company: Tele-Communications Inc.

Personnel: Gilbert Lucas, General Manager/Executive Producer; Melissa McKee, Sports Program Coordinator; Jay Knafel, Affiliate Relations Manager; Tom Pendergast, Operations Manager; William Hartman, Advertising Sales; Anita Forman, Sales Coordinator

Program Hours: 5:00 p.m. - 1:00 a.m. ET weekdays; noon-midnight ET weekends

Satellite: Spacenet II/19, VideoCipher encrypted

Subscriber Information: Affiliates: 20 as of 03/25/90; Subscribers: 1,200,000

Advertising Per Hour: Regional-N.A./Local-2 minutes

MADISON SQUARE GARDEN NETWORK
(212) 563-8000

Two Pennsylvania Plaza
New York, NY 10121

Parent Company: Paramount Communications

Personnel: Robert Gutkowski, Executive VP, MSG Communications Group; Sid Amira, VP Affiliate Affairs; Lee Berke, VP Marketing; Martin Brooks, VP Programming & Network Operations; Douglas Moss, VP Advertising Sales; Pete Silverman, VP/Executive Producer; Paul Schneider, Director, Public Relations; Ron Speck, General Sales Manager; Andrea Poch-Freer, National Sales Manager; Jane DiBlasio, Marketing Communications Manager

Program Hours: 7:00 p.m.-1:00 a.m. ET weekdays; extended on weekends

Program Format: New York Knicks basketball, Rangers hockey, Yankees baseball, boxing, college sports, tennis, wrestling, and other events

Satellite: Satcom IV/6

Subscriber Information: Affiliates: 172 as of 02/01/90; Subscribers: 3,600,000

Advertising Per Hour:N.A.

MEADOWS RACING NETWORK
(412) 225-9300

PO Box 499
Race Track Road
Meadow Lands, PA 15347
Parent Company: LadGrove At The Meadows
Personnel: John Swiatek, General Manager; Randy Edmonds, Operations Manager; Dennis Facren, Comptroller; Tom Chaffee, Marketing Director; Bob Sabot, Publicity Director; Chris Blaine, Promotions
Type Of Service: Regional Sports
Program Hours: 7:00 p.m.-11:30p.m. ET Thursday-Saturday; 6:30 p.m.-11:00p.m. ET Sundays
Program Format: Harness racing
Satellite: Galaxy II/16, VideoCipher encrypted
Subscriber Information: Affiliates: 17 as of 03/11/90; Subscribers: 700,000
Advertising Per Hour: Regional-N.A./Local-1 minute

NIAGARA FRONTIER SPORTS NETWORK
(716) 856-7300

Memorial Auditorium
140 Main St.
Buffalo, NY 14202
Parent Company: Buffalo Sabres/Adelphia Communications
Personnel: Don Angelo, Director, Sales & Marketing
Program Hours:various
Program Format: NHL Buffalo Sabres Hockey
Satellite: Spacenet III/18
Subscriber Information: Affiliates: 13 as of 4/1/90 Subscribers: 722,650
Advertising Per Game:24 minutes

PACIFIC SPORTS NETWORK
(415) 463-1525

5924 Stoneridge Drive
Pleasanton, CA 94566-0811
Parent Company: Tele-Communications Inc./Viacom
Personnel: Kevin Mulligan, General Manager; Sandra Eddy, Director, Sales & Marketing; Jim Risinger, Senior Producer; Steve Gallagher, Chief Accountant; Mary Tavormina, Marketing Coordinator; Matt Cullen, Associate Producer
Program Hours:4:00 p.m. to midnight PT weekdays; 11:00 a.m. to midnight PT weekends

PRIME SPORTS NETWORK MIDWEST/UPPER MIDWEST
(303) 355-7777

250 Steele Street
Suite #300
Denver, CO 80206
Parent Company: Prime Network
Personnel: Bob Thompson, VP General Manager; Gretchen Bunn, Director, Affiliate Sales & Marketing; Chris Bryan, Director, Promotions
Program Hours: 11:00 a.m. - 6:00 a.m. ET
Satellite: Satcom I-R/24
Subscriber Information:N.A.
Advertising Per Hour: Regional-N.A./Local-2 minutes

PRIME SPORTS NORTHWEST

PRIME SPORTS NORTHWEST
(206) 281-7800

18 West Mercer
Seattle, WA 98119
Parent Company: Tele-Communications Inc./Viacom
Personnel: Clayton Packard, General Manager; Curtis Smith, Director, Marketing & Affiliate Relations; Theresa Cuthill, Director, Programming; Carl Malone, Production Manager; Mark Jorgensen, Advertising Sales Manager
Program Hours: 4:00 p.m. - 1:00 a.m. PT weekdays; 2:00 p.m. - 1:00 a.m. weekends
Program Format: Seattle Supersonics basketball, WHC Hockey, horse racing, Seattle Storm soccer, plus Pac 10 football and basketball
Subscriber Information: Affiliates: 65 as of 04/15/90; Subscribers: 1,100,000; Price/sub: varies .10 - .35
Advertising Per Hour: Regional-N.A./Local-2 minutes

PRIME SPORTS NETWORK/ ROCKY MOUNTAIN
(303) 355-7777

250 Steele St.
Suite 300
Denver, CO 80206
Personnel: Bob Thompson, VP General Manager; Gretchen Bunn, Director, Affiliate Sales & Marketing; Chris Bryan, Director, Promotions
Program Hours: 11:00 a.m. - 6:00 a.m. ET
Satellite: Satcom I-R/24
Subscriber Information: Affiliates: N.A. as of 4/1/90; Subscribers: 700,000; Price/sub: varies
Advertising Per Hour: Regional-N.A./Local-2 minutes

PRIME SPORTS NETWORK/ UTAH
(801) 265-8777

4424 South 700 East
Suite 210
Murray, UT 84107
Personnel: Bob Thompson, VP General Manager; Tom Bork, Director, Affiliate Sales & Marketing; Chris Bryan, Director, Promotions
Program Hours: 11:00 a.m. - 6:00 a.m. ET
Satellite: Satcom I-R/24
Subscriber Information: Affiliates: 26 as of 4/5/90; Subscribers: 290,000; Price/sub: varies
Advertising Per Hour: Regional-N.A./Local-2 minutes

PRIME TICKET NETWORK
(213) 556-7500

10000 Santa Monica Blvd.
Los Angeles, CA 90067

Parent Company: Prime Network
Personnel: John Severino, President & CEO; Don Corsini, VP Programming & Production; Mike Kincaid, VP Advertising Sales; Tim Krauss, VP Marketing & Affiliate Relations; Bob Billeci, VP Engineering; Robert Gold, VP Public Relations; Kathryn Gregoryk, VP Finance
Program Hours: 5:00 p.m.-2:15 a.m. PT weekdays; 11:00 a.m.-2:15 a.m. PT weekends
Satellite: Satcom IR/7, VideoCipher encrypted
Subscriber Information: Affiliates: 166 as of 04/01/90; Subscribers: 4,000,000
Advertising Per Hour: N.A.

SPORTSCHANNEL BAY AREA
(415) 296-8900

901 Battery Street, Suite 204
San Francisco, CA 94111

Parent Company: SportsChannel
Personnel: John McCasey, Executive Producer/Director of Operations; Chris Geer, Director, Affiliate Sales; Eva Bustos, Manager, Marketing & Public Relations
Program Hours: 4:00 p.m.-midnight PT weekdays; 9:00 a.m.-midnight PT weekends
Satellite: Westar V/15
Subscriber Information: N.A. (launched 4/4/90)

Advertising Per Hour: Regional-8 Minutes/Local-2 Minutes

SPORTSCHANNEL CHICAGO
(708) 524-9444

820 West Madison
Oak Park, IL 60302

Parent Company: SportsChannel
Personnel: Jim Corvo, Vice President/General Manager; John Tuohey, Director, Operations; Steve Corman, Executive Producer; Cindy Stanley, Business Operations Manager; Kelly Sullivan, Creative Services Manager; Lori Cohen, Director, Affiliate Sales; Julie Johnson, Affiliate Sales Manager; John Hokin, Director, Advertising Sales
Regional Offices: RASCO: 625 N. Michigan Avenue, Suite 500, Chicago, IL 60611, Dave Tipton, Advertising Sales, Bob Saalfield, Advertising Sales.
Program Hours: 4:00 p.m. - 2:00 a.m. weekdays; 6:00 a.m. - 2:00 a.m. CT weekends
Satellite: Satcom IV/9, VideoCipher encrypted
Subscriber Information: Affiliates: 70 as of 02/01/90; Subscribers: 1,600,000
Advertising Per Hour: N.A.

SPORTSCHANNEL CINCINNATI

One Centennial Plaza
705 Central Avenue Suite 300
Cincinnati. OH 45202

Parent Company: SportsChannel
Personnel: James Corvo, VP Midwest Region; Ken Kolb, Director, Programming & Operations; Lori Cohen, Director, Affiliate Sales Midwest Region
Program Hours: 5:00 p.m.-1:00 a.m. CT weekdays; 10:00 a.m.-1:00 a.m. CT weekends
Satellite: Satcom IV/1
Subscriber Information: Affiliates: 2 as of 4/1/90; Subscribers: 70,000
Advertising Per Hour: N.A.

SPORTSCHANNEL OHIO
(216) 328-0333

6500 Rockside Rd., Suite 340
Independence, OH 44131

Parent Company: SportsChannel
Personnel: Bill Craig, VP & General Manager; John Scaro, Affiliate Sales Director; Joe Tanzarello, Director, Programming & Network Operations; Mike Dolan, Manager, Marketing & Public Relations; John Guming, Affiliate Marketing Manager; Joe Mancusco, Advertising Sales Manager
Program Hours: 5:30 p.m.-2:00 a.m. CT weekdays; 9:30 a.m.-2:00 a.m. CT weekends
Satellite: Satcom IV/16, Scrambled
Subscriber Information: Affiliates: 14 as of 3/30/90; Subscribers: 600,000
Advertising Per Hour: Regional-N.A./Local-2 minutes

SPORTSCHANNEL PHILADELPHIA
(215) 668-2210

225 City Avenue
Bala Cynwyd, PA 19004

Personnel: Donald Heller, VP General Manager; Sam Schroeder, VP Assistant General Manager; Daniel Ronayne, Director, Marketing; Lynn Lonker, Director, Programming; Jim Barniak, Sports Director,; Daniel Ronayne, Director, Marketing; Jeanne Gengler, Affiliate Marketing Manager; Sally Leifer, Marketing Affiliate Representative; Lisa Stuchell, Marketing Coordinator; Suzanne Rioux, Advertising & Promotions Coordinator; Jacqueline Sandherr, Advertising Sales Representative
Program Hours: 6:00 p.m. - 2:00 a.m. ET weekdays; 10:00 a.m. -2:00 a.m. ET weekends
Satellite: Satcom IV/10
Subscriber Information: Affiliates: 6 as of 02/01/90; Subscribers: 365,000; Price/sub: .25
Advertising Per Hour: Regional-N.A./Local-2 minutes

SUNSHINE NETWORK
(407) 648-1150

390 N. Orange Ave.
Suite 275
Orlando, FL 32801
Parent Company: Affiliated Regional Communications
Personnel: Dave Almstead, VP President & General Manager; Patricia Bishop, Director, Marketing; Tom Comerford, Director, Sales; Steve Hull, Director, Public Affairs; Amy Pempel, Manager, Media Relations; Cheri Jacobs, National Sales Manager; Dana Stites, Programming Manager; Steven Kip, Advertising Account Executive; Regina Maher, Advertising Account Executive; Ann Kennedy, Advertising Account Executive; Cathy Weeden, Marketing/Affiliate Relations Manager
Regional Offices: Group W Sports Marketing; 90 Park Ave., 17th Floor; New York, NY 10016; Scott Conant, Eastern Marketing Manager
Program Hours: 5 p.m. to 2 a.m. ET weekdays/9 a.m. to 2 a.m. ET weekends
Program Format: Sports and state/national public affairs programming
Satellite: Satcom IR/11, VideoCipher encrypted
Subscriber Information: Affiliates: 145 as of 03/15/90; Subscribers: 2,800,000
Advertising Per Hour:N.A.

REGIONAL PAY SPORTS SERVICES

HOME SPORTS ENTERTAINMENT
(214) 401-0099

600 East Las Colinas
Suite 2200
Irving, TX 75039
Parent Company: Sportscom
Personnel: Ed Frazier, CEO; Joe King, Senior VP Network Operations; Jack Stanfield, VP Programming; John McIntyre, VP Facilities; Jay Finegold, VP Special Projects; Lynn Geick, VP Finance; Sherry Adams, National Sales Manager; Ted Rudolph, Director, Advertising Sales; Jon Heidtke, Director, Affiliate Sales/Marketing; Terry Chili, Senior Manager Affiliate Sales/Marketing; Joe Gagliardi, Director, Commercial Sales; Cindy Harrington, Director, Marketing
Program Hours: 4:00 p.m.- 2:00 a.m. CT weekdays; 10:00 a.m. -2:00 a.m. CT weekends
Satellite: Satcom IR/10, VideoCipher encrypted
Subscriber Information: Affiliates: 462 as of 02/01/90; Subscribers: 1,700,000
Advertising Per Hour: Regional-N.A./Local-2 minutes

HOME TEAM SPORTS
(202) 728-5300

1111 18th St. NW
Suite 200
Washington, DC 20036
Parent Company: Group W Satellite Communications
Personnel: Bill Aber, VP/ General Manager; Jody Shapiro, Director, Programming/Executive Producer; Darrell Landrum, Director, Operations/Assistant Director, Programming; Joe King, Director, Engineering; Dave Zahra, Controller; Bill Brown, Director, Production; Michael Ortman, Director, Marketing; Jeffrey Wagner, General Sales Manager; Jon Cherney, National Sales Manager; Bob Bradley, Affiliate Marketing Manager; Scott Broyles, Communications Manager; Bob Storin, Promotions Manager; Mike Krasney, Baltimore/Washington Sales Manager
Program Hours:5:00 p.m. to 2:00 a.m. ET weekdays: 9:00 a.m. to 2:00 a.m. ET weekends
Program Format: More than 500 events, including 90 Baltimore Orioles baseball games, 35 Washington Capitals hockey games & 30 Washington Bullets basketball games.
Satellite: Spacenet III/12, VideoCipher encrypted
Subscriber Information: Affiliates: 181 as of 03/01/90; Subscribers: 1,500,000
Advertising Per Hour:N.A.

NEW ENGLAND SPORTS NETWORK
(617) 536-9233

70 Brookline Avenue
Fenway Park
Boston, MA 02215
Parent Company: Boston Red Sox, Boston Bruins & WSBK
Personnel: John Claiborne III, VP General Manager; Jerry McAuliffe, Director, Advertising Sales; Sean McGrail, Director, Marketing; Donald Reilly, Director, Business Affairs; John Slattery Jr., Director,ector of Advertising/Promotion; Robert Whitelaw, Director, Operations; David Daniels, Affiliate Representative; John O'Leary, Account Executive; Peter Plaehn, Advertising/Public Relations Coordinator; Christopher Swan, Manager of Affiliate Marketing/Sales; Christopher Tzianabos, Account Executive
Program Hours: 24 hours
Program Format: Sporting events and specials
Satellite: Satcom IV/13
Subscriber Information: Affiliates: 170 as of 04/01/90; Subscribers: 320,000
Advertising Per Hour:N.A.

PRISM
(215) 668-2210

225 City Avenue
Bala Cynwyd, PA 19004
Parent Company: SportsChannel

Personnel: Donald Heller, VP General Manager; Sam Schroeder, VP Assistant General Manager; Daniel Ronayne, Director, Marketing; Lynn Lonker, Director, Programming; Jim Barniak, Sports Director; Daniel Ronayne, Director, Marketing; Jeanne Gengler, Affiliate Marketing Manager; Sally Leifer, Marketing Affiliate Representative; Lisa Stuchell, Marketing Coordinator; Suzanne Rioux, Advertising & Promotions Coordinator; Jacqueline Sandherr, Advertising Sales Representative

Program Hours: 24 hours

Program Format: Regional sports and movies

Subscriber Information:

Affiliates: 31 as of 02/01/90; Subscribers: 470,000; Price/sub: $6.00

PRO AM SPORTS SYSTEM

(313) 930-7277

24 Frank Lloyd Wright Drive
P.O. Box 3812
Ann Arbor, MI 48106-3812

Parent Company: Domino's Pizza

Personnel: Bill Wischman, General Manager; Kathi Hunt, Business Manager; Jillaina Harbaugh, Director, Affiliate Services; Bill Moren, Director, Marketing & Affiliate Relations; Mike Smith, Executive Producer

Program Hours: 6:00 p.m. - midnight CT weekdays; weekends vary.

Program Format: Detroit Tigers baseball, Detroit Pistons basketball, Detroit Red Wings hockey, University of Michigan and Michigan State basketball and hockey.

Satellite: Spacenet III/21

Subscriber Information:

Affiliates: 212 as of 4/4/90; Subscribers: 625,000

Advertising Per Hour: Regional-8 minutes/Local-1 minute

SAN DIEGO CABLE SPORTS NETWORK

(619) 263-9251

5159 Federal Blvd.
San Diego, CA 92105

Parent Company: Cox Cable

Personnel: Bob McRann, President; Marty Youngman, Manager; Moya Gollaher, Ad Sales Manager

Type Of Service: Pay-Per-View

Program Hours: Various

Program Format: San Diego Padres baseball, San Diego State University football games, boxing

Subscriber Information:

Affiliates: 6 as of 02/01/90; Addressable Subscribers: 575,000

Advertising Per Game: N.A.

SPORTSCHANNEL FLORIDA

(407) 994-0250

2295 Corporate Blvd. NW
Suite 140
Boca Raton, FL 33431

Parent Company: SportsChannel

Personnel: Jeffrey Genthner, General Manager; Harlan Singer, Chief of Operations; Rod Mickler, Director, Sales/Marketing; Deborah Benson, Affiliate Marketing Manager; Lynne Mixson, Public Relations Manager

Program Hours: 6:00 p.m. - 3:00 a.m. ET weekdays/noon - 3:00 a.m. ET weekends

Satellite: Satcom IV/14

Subscriber Information:

Affiliates: 37 as of 03/01/90; Subscribers: 950,000

Advertising Per Hour: N.A.

SPORTSCHANNEL LOS ANGELES

(213) 433-1985

1545 26th Street
Santa Monica, CA 90404

Parent Company: SportsChannel

Personnel: Lynn Woodard, VP & General Manager; Kevin McGuire, Director, Sales & Affiliate Marketing; Rockey Flintermann, Director, Programming & Network Operations; John Mella, Business Manager; George Jostlin, Manager, Affiliate Relations; Bob Green, Manager, Affiliate Relations; Paula Rosado, Manager, Affiliate Relations; Mary Beth Callahan, Manager, Creative Services; Patrick McCabe, Western Regional Advertising Sales; Ted Craddock, Senior Account Executive, Advertising Sales

Program Hours: 4:00 p.m.-1:00 a.m. PT weekdays; 10:00 a.m.-1:00 a.m. PT weekends

Satellite: Satcom IV/17

Subscriber Information:

Affiliates: 76 as of 4/2/90; Subscriber: 110,000

Advertising Per Hour: Regional-8 minutes/Local-2 minutes

SPORTSCHANNEL NEW ENGLAND

(617) 933-9300

10 Tower Office Park
Suite 600
Woburn, MA 01801

Parent Company: SportsChannel

Personnel: Mitchell Freund, VP General Manager; Stevan Reagan, Director, Operations; William Powell, Director, Affiliate Sales & Marketing; Paul Freehauf, Product Manager; Jeff Landis, Public Relations Manager

Regional Offices: Rainbow Advertising Sales Co. 855 Boylston Street, Boston, MA 02116 (617) 266-7711; /Rainbow Advertising Sales Co. 260 Madison Ave. New York, NY 10016 (212) 889-3380

Program Hours: 6:00 p.m.- 12:30 a.m. ET weekdays; 9:00 a.m.- 12:30 a.m. ET weekends

Satellite: Satcom IV/23, VideoCipher encrypted

Subscriber Information:

Affiliates: 165 as of 01/30/90; Subscribers: 1,183,715

Advertising Per Hour: N.A.

SPORTSCHANNEL NEW YORK

(516) 364-3650

150 Crossways Park West
Woodbury, NY 11797

Parent Company: SportsChannel
Personnel: Robert Pollichino, VP General Mgr; Jerry Passaro, Executive Producer & Director, Programming; James Bates, Director, Sales and Marketing; Richard Kahn, Director, Public Relations
Program Hours: 6:30 p.m. - 1:00 a.m. ET weekdays; extended hours on weekends
Satellite: Satcom IV/7, VideoCipher encrypted
Subscriber Information: Affiliates: 115 as of 02/01/90; Subscribers: 1,300,000
Advertising Per Hour: Regional-N.A./Local-up to 6 minutes, depending on event

REGIONAL NON-SPORTS SERVICES

A.I.B. CABLE NETWORK
(404) 892-0454

1580 Peachtree St.
Atlanta, GA 30309
Parent Company: A.I.B. Cable Network
Personnel: John Allen, President & General Manager; Olynn Allen, VP & Station Manager
Program Hours: 24 Hours
Program Format: Religious
Subscriber Information: Affiliates: 3 as of 04/01/90; Subscribers: 225,000;
Advertising Per Hour: 2 minutes

CABLE TV NETWORK OF NJ
(609) 392-4360

128 W State St.
Trenton, NJ 08608
Personnel: James DeBold, Executive Director; Sondra Eisen, Adminstrative Assistant; Joyce Aylesworth, Traffic Manager; Deborah Kolczynski, Controller; David Valentino, Chief Of Operations; Therese Dennison, Promotion Manager; Kathleen Moffat, Sales Manager
Program Hours: 24 Hours
Program Format: Education, entertainment and informational shows
Subscriber Information: Affiliates: 34 as of 03/14/90; Subscribers: 1,500,000

CATHOLIC TV NETWORK/ BAY AREA
(415) 326-7850

324 Middlefield Rd.
Menlo Park, CA 94025
Personnel: Brian Coyne, Director; Shirley Connolly, Program Director;
Program Hours: 8:00 a.m. - 10:00 p.m.PT
Program Format: Educational

THE CLASSIFIED CHANNEL
(408) 452-3388

1302-A North Fourth St.
San Jose, CA 95112
Parent Company: Heritage Cablevision
Personnel: J. Brown, General Manager; Laura Worth, Office Manager; Domenic Giusto, Production Manager; Leif Sandness, Account Executive; T.J. Hall, Account Executive; Diane Jensen, Account Executive
Program Hours: 24 Hours
Program Format: Classified advertising and information, arranged by various categories
Subscriber Information: Affiliates: N.A.; Subscribers: 215,000

FLORIDA TOURISM CHANNEL
(813) 586-1700

12465 92nd Way North
Largo, FL 34643
Parent Company: Florida Tourism Channel Inc.
Personnel: David Liddle, President; Diane Liddle, VP; Christina Back, Major Account Manager; Maria Dimego, Public Relations Director;
Regional Offices: Orlando Office; 1213 Richmond Hill, Winter Park FL. (813) 586-1200 Randy Centrella
Program Hours: 6 a.m. to 9 a.m. ET
Program Format: Tourist information
Satellite: Satcom IR/22
Subscriber Information: Affiliates: 20 as of 03/22/90; Subscribers: 754,000
Advertising Per Hour: 3 minutes

NEWS 12 LONG ISLAND
(516) 496-1766

One Media Crossways
Woodbury, NY 11797
Parent Company: Rainbow Program Holdings
Personnel: Norm Fein, News Director; Glenn Fiskkin, Senior Executive Producer; Larry Henrichs, Executive Producer; Bill Zimmerman, Executive Producer; Drew Phillips, Executive Producer; Hardie Mintzer, Assignment Manager; Rick Young, Promotion Director; Robert Sullivan, Sales Manager/Long Island; Dick Moran, Sales Manager/NYC; Bert Goodstadt, Associate Sales Manager/NYC; Warren Spellman, Marketing Director
Regional Offices: Rainbow Advertising Sales/Long Island: 111 Crossways Park West, Woodbury, NY 11797; Rainbow Advertising Sales/NYC: 260 Madison Avenue, 14th Floor, New York, NY 10016.
Program Hours: 24 hours
Program Format: Regional news
Subscriber Information: Affiliates: 4 as of 12/31/89; Subscribers: 601,000; Price/sub: .25
Advertising Per Hour: Regional-N.A./Local-4 minutes

PENNERAMA
(814) 863-0023

Wagner Annex
University Park, PA 16802

Parent Company: WPSX-TV/ Penn State University
Personnel: Marlowe Froke, General Manager; John Grant, Manager; Walt Mahute, Business Manager; Kathleen Pavelko, Director, Programming & Production; Greg Petersen, Director, Promotion; Bruce Dunn, Director, Production; Deirdre Hines, Publicist
Program Hours: 24 Hours
Program Format: Instructional and general information
Subscriber Information: Affiliates: 27 as of 03/15/90; Subscribers: 800,000

NON SATELLITE-FED BASIC SERVICES

FUJISANKEI COMMUNICATIONS INTERNATIONAL

(213) 553-5828

2049 Century Park East
Suite 820
Los Angeles, CA 90067
Parent Company: The Group
Personnel: M. Kakutani, Executive VP; Paul Yanagisawa, Director, Business Development;
Program Hours: 5 hours
Program Format: Variety
Subscriber Information: Affiliates: 8 as of 03/23/90; Subscribers: 17,000;
Advertising Per Hour: Local-2 minutes

NON SATELLITE-FED PAY SERVICES

NIPPON GOLDEN NETWORK

(808) 538-1966

567 S. King St.
Suite 110
Honolulu, HI 96813
Personnel: Dennis Ogawa, President
Program Hours: 6:00 p.m.-11:00 p.m. weekdays
Program Format: Foreign-language films and cultural programs
Subscriber Information: Affiliates: 7 as of 03/01/90; Subscribers: 15,792;
Advertising Per Hour: Local-2 minutes

PAY-PER-VIEW TITLE SUPPLIERS

CHOICE ENTERTAINMENT

(213) 659-6070

8730 Sunset Boulevard
Suite 290
Los Angeles, CA 90069
Parent Company: Independent Entertainment Group
Personnel: Richard Kulis, President; Judith Kulis, VP; Lisa Phillips, VP

COLUMBIA PICTURES

(212) 702-6524

711 Fifth Avenue
4th Floor
New York, NY 10022
Personnel: Dennis Wood, VP Worldwide Pay TV; Lawrence Smith, Manager, Pay TV; Cheryl Koll, Coordinator, Worldwide Pay TV
NOTE: This includes Tri-Star titles

INDEPENDENT PPV MOVIE NETWORK

(213) 659-6070

8739 Sunset Boulevard
Suite 290
Los Angeles, CA 90069
Parent Company: Independent Entertainment Group
Personnel: William Sager, Senior VP; Mark Zutz, Manager

MGM/UA TELECOMMUNICATIONS

(213) 280-6276

10000 W. Washington Blvd.
Culver City, CA 90232
Parent Company: MGM/UA Communications
Personnel: Joseph Abrams, Senior VP World Pay TV; Bill Lee, Director, Pay TV Programming

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MARLEE COMPANY

(213) 393-0822

470 25th Street
Santa Monica, CA 90402
Personnel: Jonathan Kramer, President
NOTE: formerly Skouras Pictures

ORION PICTURES

(212) 715-1106

711 Fifth Avenue
6th Floor
New York, NY 10022
Personnel: Larry Hilford, Chairman Orion Home Entertainment

SAMUEL GOLDWYN COMPANY

(213) 284-9280

10203 Santa Monica Blvd.
Los Angeles, CA 90067
Personnel: Richard Askin Jr., President TV; Jeri Sacks, VP Cable & Ancillary Sales; Ron Wanless, Senior VP Worldwide Marketing; Dan Gelfand, VP Advertising; Leonie de Picciotto, VP Publicity

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TWENTIETH CENTURY-FOX PAY TV

(213) 203-1417

PO Box 900
Beverly Hills, CA 90213
Personnel: Lucy Hood, Director, Domestic & International Pay TV

UNIVERSAL PAY TELEVISION
(818) 777-4317

70 Universal City Plaza
Universal City, CA 91608
Personnel: Jerry Hartman, VP/ Sales and Marketing

WARNER BROS. PAY TELEVISION
(212) 484-8000

75 Rockefeller Plaza
13th Floor
New York, NY 10019
Parent Company: Time Warner
Personnel: Edward Bleier, President; Stanley Solson, VP Sales & Administration; Eric Frankel, VP Marketing; J.T. Shadoan, Director Financial Affairs; Margaret Jelcich, Director, Client Services; Anthony Cochi, Manager, Accounting & Data Services; Charlotte Marlis, Manager, Research & Administration; Jeffrey Bernstein, Manager, Marketing, Sales & Administration; Gary Hahn, Manager, Advertising, Publicity & Promotion

CABLE/TVRO PACKAGE PROVIDERS

PRIMETIME 24
(212) 599-4440

342 Madison Ave.
Suite 1520
New York, NY 10173
Personnel: Kazie Metzger, President; Janet Foster, Executive VP Operations; Todd Hardy, Executive VP Legal; Ann Kirschner, Executive VP Marketing & Sales; Karen Tardy, VP Marketing & Communications Systems; Jean Keamy, Marketing Manager; Scott Shultz, Sales Manager
Program Hours: 24 Hours
Program Format: Three-channel package of broadcast network affiliates, offering general interest fare
Satellite: Satcom IIR/2,4,12; VideoCipher encrypted

ANNOUNCED SERVICES

ACTV
(212) 262-2570

1270 Avenue of the Americas
Suite 2401
New York, NY 10019
Parent Company: ACTV Inc.
Personnel: Leonard Schaier, President; Dr. Michael Freeman, Chairman; Dr. Diana Gagnon, VP; David Reese, CFO
Program format: Interactive entertainment, education and information programs
Projected launch: 4th Quarter 1990

THE ASIA NETWORK
(808) 521-8066

1188 Bishop Street
Honolulu, HI 96813
Parent Company: The Asia Network Inc.
Personnel: K.S Chung, President & CEO; Dave Moore, VP Engineering; George Noguchi, Counsel; Jay Chung, VP Programming; T.H. Kim, VP Marketing Asia; Mike Meyer, U.S. Marketing Consultant
Regional Offices: North American Sales and Marketing, 2269 Kilihau Street, Honolulu, Hawaii 96819
Program Hours: 12 Hours
Program Format: Asian-language programming, including daily blocks of Chinese, Korean, and Filipino programming
Satellite: Pending
Advertising Per Hour: National-8 minutes/Local-2 Minutes
Projected launch: 1990

CAREER CHANNEL NETWORK
(415) 326-8000

PO Box 536
Menlo Park, CA 94026
Parent Company: The Keegan Group
Personnel:R. Peter Keegan, Chairman/CEO; Roland Hier, COO; J. Walter Keegan, VP Marketing; John Ralston, Affiliate Sales
Regional Offices: Soon to have offices in Denver, New York, Los Angeles, Atlanta and London.
Program Format: National and regional career news and information services
Projected launch: 11/90

CAREER TELEVISION NETWORK
(407) 333-9700

300 International Parkway
Heathrow, FL 32746
Personnel: Jerry Stone, Chairman, CEO; Lee Munizzi, COO; Joe Vale, Senior VP Sales & Affiliate Relations; Thomas DiCandia, VP Internal Operations; Trea Bennett, Promotions Coordinator; Elaine Jacobson, Public Relations Coordinator; M. Shiffman, Senior VP Ad Sales;
Program Hours: 8:00 AM to 12:00 Midnight ET
Program Format: Career-oriented programming
Projected launch: 10/90

CD-18/THE DIGITAL MUSIC NETWORK
(212) 983-3300

342 Madison Ave.
Suite 505
New York, NY 10173
Parent Company: International Cablecasting Technologies
Personnel: Jerold Rubinstein, Chairman; W. Thomas Oliver, President; Molly Seagrave, VP Communications; John Flannery, Director, Affiliate Sales & Marketing; Mike Davis, Network Operations
Program Hours: 24 hours
Program Format: 18 + channels of compact disc sound music
Satellite: Satcom IV/19, VideoCipher encrypted
Projected launch:4th Quarter 1990

COWBOY TV NETWORK
(512) 288-6430

7748 Highway 290 West
Austin, TX 78736
Personnel: Mack Long, CEO
Regional Offices: Larry Schneider, Buzz Hassett-Denver CO (800) 278-2922
Program Hours: 24 Hours
Program Format: Western movies, music, originals.
Advertising Per-Hour: National-11 minutes/Local-2 minutes
Projected Launch: 6/90

Digital
CABLE RADIO

DIGITAL CABLE RADIO
(215) 957-8290

2200 Byberry Road
Hatboro, PA 19040
Parent Company: Jerrold Communications
Personnel: David Del Beccaro, General Manager; Paul Clough, Director, Marketing
Regional Offices: Pamela Jensen, Director, Affiliate Relations, Central Region-1900 East Golf Rd.,Suite #100M, Schaumburg, Il 60173-5011 Thomas Ferraro, Director, Affiliate Relations, Eastern Region, 2200 Byberry Rd., Hatboro, PA 19040 Terry Taylor, Director, Affiliate Relations, Western Region, 566 N. Diamond Bar, Diamond Bar 91765
Program Hours: 24 Hours
Program Format: 18 channels of commercial-free music. 10 channels of cable TV audio simulcasts
Satellite: TBA;VideoCipher encrypted
Projected launch: 2nd Quarter 1990

THE DIGITAL RADIO CHANNEL
(213) 513-1630

22010 S. Wilmington Ave.
Carson, CA 90745
Parent Company: Digital Radio Laboratories Inc.
Personnel: William Delany, President; Douglas Talley, CEO; Robert Aten, CFO; Marianne Seiler, VP Marketing; Michael Hanafee, Senior VP Affiliate Sales
Program Hours: 24 Hours
Program Format: Various-91 audio feeds
Satellite:TBA; VideoCipher encrypted
Projected launch: 6/90

GLOBAL VILLAGE NETWORK
(202) 393-3818

1712 Corcoran Street N.W.
Washington, DC 20009
Personnel: Gloria Borland, Chairman
Program Hours: 24 Hours
Program Format: International business and lifestyle information.
Advertising Per Hour: National-3 minutes/Local-3 Minutes
Projected launch: 1991

THE HOW-TO CHANNEL
(213) 820-2610

11661 San Vicente Boulevard
Suite #402
Los Angeles, CA 90049
Personnel: Que Spaulding, President; Mike Hale, Executive VP
Program Hours: 24 Hours
Program Format: How-To programs; subjects include home repairs and remodeling; auto repair, photography, cooking, computers, gardening, fitness and community service
Advertising Per Hour: National-10 minutes/Local-3 minutes
Projected Launch: 1st Quarter 1991

INTERACTIVE NETWORK
(415) 960-1000

1991 Landings Drive
Suite 230
Mountain View, CA 94043
Personnel: John Lockton Jr., Chairman; David Lockton, President; Kevin Randolph, VP Marketing; Robert Brown, VP, Engineering; Gary Sadamoni, Regional Marketing; Patricia Ursenbach, Product Manager
Program Hours: 8:00 a.m. to 10:00 p.m. PT
Program Format: Simulcast
Projected launch:1990

MAIN STREET
(203) 965-2244

GTE One Stamford Forum
Stamford, CT 06904
Parent Company: GTE
Personnel: Tom Grieb, General Manager
Program Hours: 24 hours
Program Format: Consumer

interactive programming, including shopping, travel, entertainment and financial services.
Advertising Per Hour:N.A.
Projected launch:TBA

MAXIMUM ENTERTAINMENT NETWORK
(213) 556-2450

1901 Avenue of the Stars, Suite 1774
Los Angeles, CA 90067
Parent Company: Full Circle Entertainment Inc.
Personnel: Ron Harris, CEO; Jami Allen, COO; Robert Carmen, CFO
Program Format: Pay/PPV entertainment directed to men
Projected launch: 3/91

MUSIC-IMAGE CHANNEL
(415) 326-8000

PO Box 9600
Palo Alto, CA 94309
Parent Company: The Keegan Group
Personnel:R. Peter Keegan, Chairman/CEO; J.M. Keegan, President COO; Drew Youngs, President A&R Division
Program Hours: 24 hours
Program Format: Instrumental stereo music programming service accompanied by images of nature, art, the world's wonders and people.
Projected launch:11/90

SCI·FI CHANNEL

THE SCI-FI CHANNEL
(407) 395-7001

2000 Glades Raod
Suite 206
Boca Raton, FL 33431
Personnel: Mitchell Rubenstein, President; Laurie Silvers, CEO; Judy Mann, Marketing Director; Barry Harfenes, Studios Manager; Jeffrey Rifkin, Director of Affiliate Sales West Coast; Larry Winokur, Public Relations Representative; Jeff Duclos, Public Relations Representative; Isaac Asimov, Martin Greenberg & Gene Roddenberry, Advisors
Program Hours: 24 Hours
Program Format: Science fiction, fantasy, horror and science fact.
Satellite: Satcom IV/TBA, VideoCipher encrypted
Subscriber Information: Affiliates: 6 as of 03/01/90; Subscribers: 500,000
Advertising Per Hour: National-7 minutes/Local-3 minutes
Projected launch:1st Quarter 1991

Top 100 MSO's

Rank	Multiple system operator	Basic subs	
1.	Tele-Communications Inc.	6,792,535	(1/90)
2.	American Television & Communications Corp.	4,300,000	(12/89)
3.	UA Entertainment	2,592,000	(2/90)
4.	Continental Cablevision	2,525,000	(1/90)
5.	Warner Cable Communications	1,713,000	(1/90)
(8) 6.	Cox Cable Communications	1,555,213	(1/90)
(6) 7.	Comcast	1,535,000	(1/90)
(7) 8.	Storer Cable Communications	1,530,000	(1/90)
9.	Cablevision Systems	1,474,680	(3/90)
10.	Jones Intercable/Spacelink*	1,454,648	(4/90)
11.	Newhouse Broadcasting	1,200,000	(11/89)
12.	Heritage Communications	1,131,343	(11/89)
13.	Times Mirror Cable TV	1,082,000	(2/90)
(15) 14.	Cablevision Industries	1,044,396	(3/90)
(14) 15.	Viacom Cable	1,016,000	(2/90)
16.	Sammons Communications	873,590	(1/90)
17.	Century Communications	825,000	(2/90)
18.	Adelphia Communications	817,000	(3/90)
19.	Paragon Communications	764,734	(1/90)
20.	Falcon Cable TV	700,000	(10/89)
21.	Cooke Cablevision	591,032	(12/89)
22.	Telecable	584,552	(1/90)
23.	KBLCOM	550,000	(2/90)
24.	Scripps-Howard	540,000	(1/90)
25.	Multivision Cable TV	499,491	(1/90)
26.	Tele-Media	475,163	(9/89)
27.	Prime Cable	468,822	(1/90)
28.	Lenfest Group	457,886	(3/90)
29.	Maclean Hunter Cable TV	437,500	(1/90)
30.	Post-Newsweek Cable	413,213	(1/90)
31.	Cencom Cable	410,000	(11/89)
32.	TCA Group	405,000	(1/90)
33.	Multimedia Cablevision	328,902	(1/90)
34.	Colony Communications	327,924	(1/90)
35.	Simmons Communications	315,000	(12/89)
36.	Rifkin & Associates	312,700	(1/90)
37.	TKR Cable	293,212	(2/90)
38.	Western Communications	287,800	(1/90)
39.	Triax Communications	279,612	(1/90)
40.	Star Cablevision Group	240,096	(8/89)
41.	Hauser Communications	238,000	(1/90)
42.	Service Electric Cable TV Inc.	220,000	(1/90)
43.	Greater Media	205,000	(9/89)
44.	King Videocable	193,413	(1/90)
45.	Columbia International	191,000	(3/90)
46.	Sutton Capital	189,179	(9/89)
47.	Harron Communications	187,000	(4/90)
48.	Media General	181,785	(1/90)
49.	Insight Communications	183,000	(2/90)
50.	C-Tec Cable Systems	175,000	(2/90)
51.	U.S. Cable Corp.	172,500	(1/90)
52.	Palmer Communications	166,059	(1/90)
53.	Armstrong Utilities	153,902	(1/90)
54.	Northland Communications	141,398	(11/89)
55.	Summit Communications	141,000	(10/89)
(57) 56.	Bresnan Communications	129,780	(1/90)
(58) 57.	Booth Communications	125,437	(1/90)
(59) 58.	McDonald Group	125,000	(1/90)
(60) 59.	Susquehanna Broadcasting	117,109	(1/90)
(61) 60.	United Video Management	117,000	(1/90)
(62) 61.	Pencor Services	108,564	(1/90)
(63) 62.	Sonic Communications	97,837	(12/89)
(64) 63.	Midcontinent Cable Systems Co.	95,550	(6/89)
(65) 64.	WEHCO Video	95,666	(1/90)
(66) 65.	First Carolina Communications	94,253	(1/90)
(67) 66.	Gilbert Media	93,000	(1/90)
(68) 67.	Chambers Communications	89,100	(3/90)
(69) 68.	Coaxial Communications	83,300	(5/89)
(70) 69.	Barden Cablevision	79,783	(1/90)
(71) 70.	InterMedia Parnters	78,000	(3/90)
(72) 71.	James Cable Partners	76,756	(1/90)
(73) 72.	Mission Cable	74,223	(1/90)
(74) 73.	Douglas Communications	72,400	(1/90)
(75) 74.	Leonard Communications	66,000	(2/90)
(76) 75.	Fanch Communications	65,000	(1/90)
(77) 76.	Cardinal Comunications	61,287	(1/90)
(78) 77.	Omega Communications	60,000	(8/89)
(79) 78.	Helicon Corp.	60,000	(1/90)
(80) 79.	Telesat Cablevision Inc.	57,235	(6/89)
(81) 80.	Galaxy Cablevision	56,489	(2/90)
(82) 81.	State Cable TV	56,200	(1/90)
(83) 82.	Prestige Cable TV Inc.	52,774	(1/90)
(84) 83.	New England Cablevision	52,409	(1/90)
(85) 84.	Masada Corp.	52,000	(2/90)
(86) 85.	Star Cable Associates	51,875	(2/90)
(87) 86.	Rock Associates	49,053	(1/90)
(88) 87.	Donrey Media Group	49,040	(12/89)
(90) 88.	Cable America Corp.	48,130	(3/90)
89.	Republic Communications Corp.	47,000	(1/90)
(new) 90.	Amzak Cable	45,125	(3/90)
91.	360 Corp.	45,000	(5/89)
92.	CableSouth Inc.	43,420	(10/89)
93.	Cable Holdings Inc.	43,135	(10/89)
(new) 94.	Vista Communications	41,962	(1/90)
(94) 95.	Eastern Connecticut Cable TV	41,820	(6/89)
(95) 96.	C4 Media	41,275	(7/89)
(96) 97.	Raystay Co.	40,447	(8/89)
(97) 98.	Acton Corp.	40,400	(3/89)
(98) 99.	Schurz Communications	40,078	(8/89)
(99) 100.	Benchmark Communications	38,000	(1/90)

( ) Rank last listing

*** includes Crown Cable systems**

Subscriber counts are provided by MSOs and systems to Cable Vision. *Figures will be updated quarterly unless information is provided by MSOs or systems. Send updates to Cable Stats, 345 Park Avenue So., 9th Floor, New York, NY 10010.*

Top 100 Systems

Rank	Location	Operator	Basic subs	
1.	Long Island, NY	Cablevision Systems	523,502	(3/90)
2.	Orlando/Central Complex, FL	ATC	400,000	(10/89)
3.	San Diego, CA	Cox Cable	309,584	(1/89)
4.	Phoenix, AZ	Times Mirror	287,240	(2/90)
5.	San Antonio, TX	KBLCOM	234,835	(6/89)
6.	Puget Sound, WA	Viacom	234,200	(1/90)
7.	Manhattan, NY	ATC	231,864	(6/89)
8.	East Orange, NJ	Maclean Hunter	217,000	(3/90)
9.	Honolulu, HI	ATC	206,251	(10/89)
10.	Chicago Suburbs, IL	Continental	181,537	(9/89)
11.	Rochester, NY	ATC	180,000	(9/89)
12.	Wayne, NJ	UA Entertainment	179,624	(2/90)
13.	Houston, TX	Warner	179,000	(9/89)
14.	Hampton Roads, VA	Cox Cable	170,148	(1/90)
15.	Louisville/Jeff. Co., KY	Storer Communications	170,000	(8/89)
16.	Brooklyn/Queens, NY	ATC	170,000	(1/90)
17.	Chicago, IL	TCI	169,608	(3/90)
18.	Cleveland, OH	Cablevision Systems	168,773	(2/90)
19.	Cherry Hill, NJ	Garden State Cable	168,000	(9/89)
20.	Cincinnati, OH	Warner	167,000	(6/89)
21.	Atlanta, GA	Prime Cable	166,000	(9/89)
22.	Fairfax, VA	Media General	164,519	(6/89)
23.	Connecticut Complex	Cablevision Systems	163,084	(2/90)
24.	Tulsa, OK	UA Entertainment	159,551	(7/89)
25.	Kansas City, MO	ATC	158,500	(11/89)
26.	Jacksonville, FL	Continental Cablevision	154,600	(5/89)
27.	Hartford/Plainville/Vernon, CT	UA Entertainment	152,683	(6/89)
28.	Montgomery County, MD/ Arlington, VA	Hauser	150,000	(1/90)
29.	Charlotte, NC	ATC	148,850	(9/89)
30.	San Jose/Campbell, CA	Heritage	145,000	(6/89)
31.	Baltimore County, MD	Comcast	144,000	(6/89)
32.	Memphis/W. Memphis, TN	ATC	143,957	(10/89)
33.	Manhattan, NY	Paragon	143,500	(6/89)
34.	San Francisco, CA	Viacom	141,600	(1/90)
35.	Pompano, FL	Continental	140,084	(9/89)
36.	Buffalo, NY	Adelphia Communications	139,515	(8/89)
37.	Denver (suburbs), CO	UA Entertainment	139,303	(6/89)
38.	San Diego, CA	ATC	135,300	(11/89)
39.	St. Louis, MO	Cencom	135,230	(8/89)
40.	Seattle, WA	TCI	131,315	(3/90)
41.	Austin, TX	ATC	126,100	(10/89)
42.	Chicago Suburbs, IL	Jones	126,000	(2/90)
43.	Martin/Stuart Co, FL	ATC	125,000	(10/89)
44.	Warren, NJ	TKR	124,000	(2/90)
45.	Tacoma, WA	Viacom	120,700	(1/90)
46.	San Diego County, CA	Times Mirror	115,884	(2/90)
47.	Pinellas County, FL	Newhouse	114,000	(6/89)
48.	Hillsborough/Tampa, FL	Paragon	112,103	(1/90)
49.	Wilmington, DE	Heritage	112,000	(6/89)
50.	Grand Rapids, MI	UA Entertainment	111,198	(6/89)
51.	Orange Coury, LA	Times Mirror	111,506	(2/90)
52.	Toledo, OH	Blade Communications	110,785	(5/89)
53.	Southeast Michigan	Comcast	110,000	(6/89)
54.	Raleigh/Durham, NC	ATC	109,000	(9/89)
55.	Las Vegas, NV	Prime Cable	107,288	(5/89)
56.	Dallas, TX	Heritage	107,244	(6/89)
57.	Jefferson Parish/Kenner, LA	Cox Cable	107,207	(2/90)
58.	Boston/Brookline, MA	Cablevision Systems	106,346	(2/90)
59.	San Juan, PR	Multivision Cable	106,046	(6/89)
60.	Nashville, TN	Viacom	105,400	(1/90)
61.	Indianapolis, IN	Comcast	104,000	(6/89)
62.	Chicago, IL	Group W	104,000	(3/90)
63.	Richmond, VA	Continental	102,121	(10/89)
64.	Pittsburgh, PA	TCI	99,187	(3/90)
65.	Jackson, MS	ATC	98,915	(10/89)
66.	Monmouth, NJ	Sutton Capital	97,579	(9/89)
67.	Greensboro, NC	ATC	96,140	(10/89)
68.	St. Petersburg, FL	Paragon	95,412	(2/89)
69.	Columbus, OH	Warner	95,000	(9/89)
70.	Reading, PA	ATC	95,000	(10/89)
71.	Naples, FL	Palmer	94,450	(6/89)
72.	Worcester Complex, MA	Greater Media	94,897	(9/89)
73.	Albuquerque, NM	Jones Intercable	91,205	(12/89)
74.	Portland, OR	KBLCOM	91,500	(8/89)
75.	Dade/Broward County, FL	Storer	90,000	(8/89)
76.	Wichita, KS	Multimedia	88,732	(9/89)
77.	Independence,MO	Jones	88,628	(8/89)
78.	Minneapolis/St. Paul suburbs, MN	Hauser	88,000	(1/96)
79.	Fresno, CA	Continental	87,060	(2/90)
80.	Tucson, AZ	Cooke	86,976	(8/89)
81.	Akron, OH	Warner	86,000	(9/89)
82.	Fayetteville, NC	ATC	86,000	(10/89)
83.	Milwaukee, WI	Warner	86,000	(9/89)
84.	Toms River, NJ	Adelphia	85,826	(2/90)
85.	Harrisburg, PA	Sammons	85,200	(8/89)
86.	Orange County, CA	KBLCOM	85,100	(8/89)
87.	Baton Rouge, LA	UA Entertainment	84,976	(6/89)
88.	Dover/Morristown, NJ	Sammons	84,640	(8/89)
89.	W. San Fernando Valley, CA	CV Industries	82,967	(2/90)
90.	South Bend, IN	Heritage	82,744	(6/89)
91.	Buffalo, NY	TCI	82,629	(3/90)
92.	Houston Suburbs, TX	Prime Cable	82,000	(6/89)
93.	Medford, MA	Warner	82,000	(6/89)
94.	Oklahoma City, OK	Cox Cable	81,310	(1/90)
95.	New Orleans, LA	Cox Cable	80,604	(1/90)
96.	Oakland County, MI	UA Entertainment	80,564	(8/89)
97.	Providence/Warwick, RI	Times Mirror	80,523	(2/90)
98.	Columbia, SC	CV Industries	78,818	(2/90)
99.	Baltimore, MD	UA Entertainment	78,164	(3/90)
100.	Allentown, PA	Service Electric	78,000	(8/89)

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Rapid-fire new developments slow fiber installments

By Scott Barrett

The cable industry's steady pursuit of fiber technology appears to be taking a breather.

According to a February survey by Midwest CATV and *CableVision*, the number of operators planning to install fiber optic technology is down by eight percentage points, from 82 percent in March, 1989, to 74 percent in February, 1990.

The Cable Poll™ also shows a drop in the number of systems that have actually budgeted to add fiber during the current year. Only 7 percent of the 396 reporting cable systems have set aside such funds. Last year, 21 percent of sytems polled had budgeted to install fiber.

Number

3

in a series of eight

Despite the slowdown in planning for fiber, however, the number of systems that have already implemented fiber doubled this year to 6 percent of the Cable Poll™ sample. Last year's figure was 3 percent of systems polled.

Wendell Bailey, vice president of science and technology at the National Cable Television Association, blames the drop in planning and budgeting for fiber on the amount of testing still underway on the technology. Industry sources estimate that cable operators nd equipment suppliers are spending between $100 million and $140 million on such testing.

Bailey adds it is still early to make any definitive assessments of early test results, but comments that, "in general [cable systems] are happy with what they are seeing."

Tom Schatz, fiber optics manager at Anixter Communications, notes that the industry's tests of fiber optic equipment have resulted in "fewer systems ordering equipment right now." Orders of fiber technology are being put on hold, Schatz says, as systems await "magical breakthroughs in [fiber optic] performance" that will reduce the cost of fiber installation and maintenance. Add to that the issue of prices: operators, "are also waiting for prices to come down," Schatz says.

Once all the testing currently underway yields some solid results, Schatz believes "an explosion in buying" of fiber equipment could begin. Meanwhile, February's Cable Poll™ found the number of systems that have installed fiber optic technology in trunk or supertrunk runs this year has fallen three percentage points, from 41 percent last year to 38 percent this year. The percentage of systems that have budgeted trunk or supertrunk fiber installations stayed the same—48 percent—as a year ago.

The percentage of respondents with no plans to install fiber in trunk or supertrunk runs fell slightly from 11 percent last year to 10 percent this year.

Finally, the Cable Poll™ shows a majority of the responding cable systems ranked their level of concern about the cost of installing fiber as "a lot." ■

If you have budgeted for, or installed fiber optic technology, is it trunk or supertrunk runs, AM, FM or digital?

	# Subscribers			
	Total	Less 10K	10K -50K	Over 50K
Total	43	10	23	8
% AM	44	30	52	50
% FM	21	30	17	25
% Digital	12	30	9	0
% Don't know	23	10	22	25

How concerned are you with the cost of installating fiber optic technology?

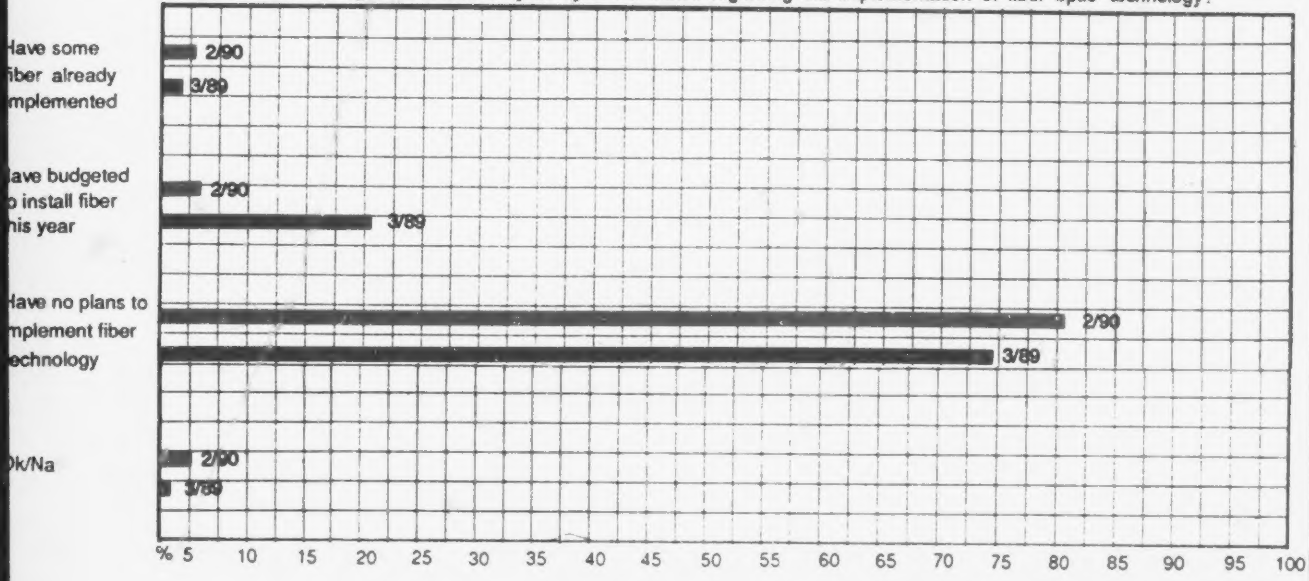
	# Subscribers			
	Total	Less 10K	10K -50K	Over 50K
Total	396	203	137	32
% a lot	30	30	36	25
% some	22	17	26	47
% very little	13	12	15	6
% none	19	22	15	13
% Don't know	15	20	9	9

HOW THE POLL WAS CONDUCTED: The Cable Poll™ is conducted for Midwest CATV and *CableVision* magazine by Ryan/Samples Research Inc. Telephone interviews for this edition of the poll were conducted Feb. 1-15 with a random sample of 396 system management personnel obtained from CableFile Research. Cable Poll™ researchers are 95 percent confident that the results are an accurate reflection of the total industry within plus or minus 5 percentage points.

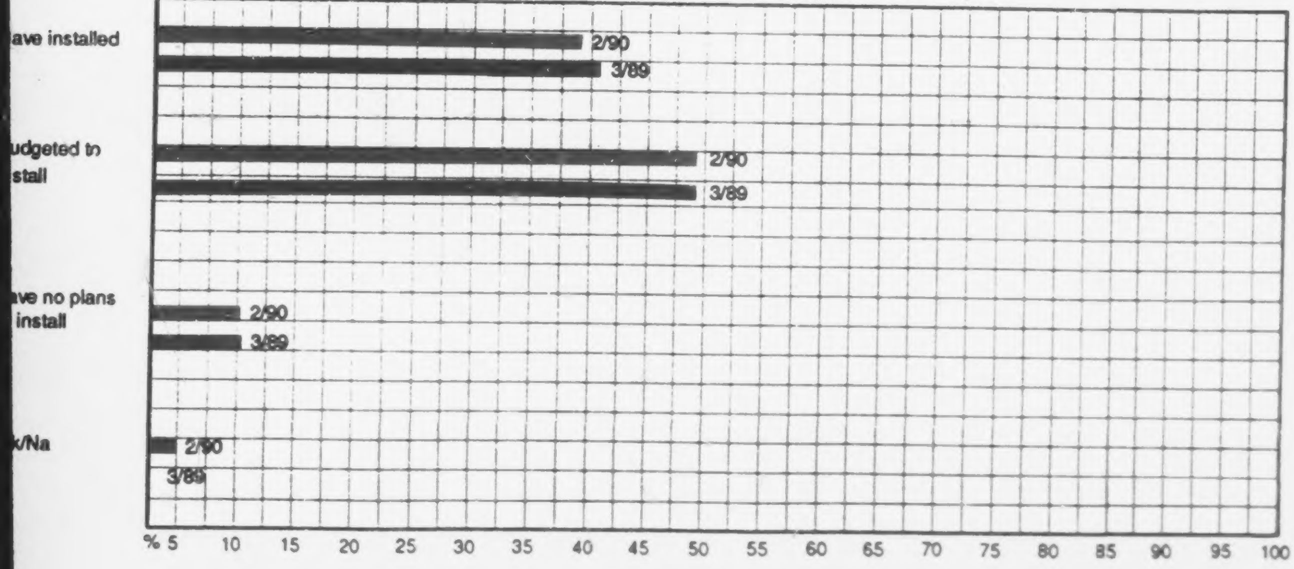
Adding up your answers:

PLEASE NOTE: THE FIRST ROW OF FIGURES IN THE FIRST TWO CHARTS ARE %S

Which of the following best describes your system's status regarding the implementation of fiber optic technology?



Have you installed or budgeted to install fiber optic technology in trunk or supertrunk runs this year?



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CableVision

INFORMATION AND ANALYSIS FOR CABLE TELEVISION MANAGEMENT

MAY 7, 1990

WHY IS THIS MAN SMILING?

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Prime Cable's Jerry L[illegible]

GUIDES GET SERIOUS

LO GROWS UP

NCTA [illegible]IPMENT PRE[illegible]IE

CableVision

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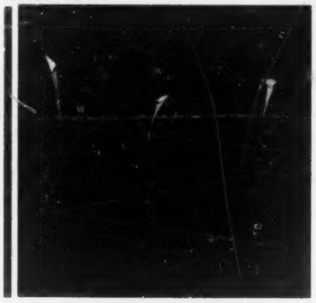

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An internationally telecast tribute to Nelson Mandela didn't air live in the U.S., but don't blame cable.

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ABP BPA

Guides Get Serious

The race to lead the pack of TV listing magazines just got faster

By Steve Weinstein

Warner Cable's award-winning *Channel Guide* for its Ohio properties, handled through J.D. Publishing Inc. from Glendale, Wisconsin

When TVSM took over Cable Publications Inc., publisher of *TV Entertainment*, at 5:30 p.m. on April 4, it marked a new phase in the cable guide wars. Standing directly in the line of fire is *TV Guide*, which is fighting to establish a relationship with cable operators, *TV Host*, which offers operators eight different formats to choose from, and several smaller regional and boutique publishers.

The acquisition put a single company in control of 75 percent of the cable guide industry. It also positions the company nicely to emerge a major player no matter what kind of guide or guides the cable industry finally decides is best, now that guides play a major role in marketing basic services to consumers.

In addition to owning *TV Entertainment*, TVSM publishes another established monthly, *Cable Guide* and a newly-launched weekly, *TV Time*, which is challenging *TV Guide* in San Diego and Long Beach, Calif.

At the helm of the TVSM ship is publisher Alan Wragg. "We've become the thousand-pound gorilla in the business," he says. "We're very aggressively pursuing other major systems we're not now serving."

Freebees Losing Favor

At issue in the guide race is what's best for cable viewers—and operators—in a continually expanding TV environment. The weeklies are putting pressure on the more established monthlies, especially those that are still distributed free as a promotional device by operators.

"(Free) cable listing guides are receding because they're expensive for the cable operator" maintains Charles Kinsolving, senior vice president for marketing at the Newspaper Advertising Bureau—a not disinterested observer. "Obviously it comes out of the bottom line somehow."

The trend away from freebees is in evidence at TVSM. One-third of subscribers to its monthly, *Cable Guide*, pay for it, according to TVSM senior vice-president Irv Kalick, while 80 percent pay for *TV Entertainment*, which will remain a separate publication for the foreseeable future. "We're comfortable with the merger," says Bob Thomson, vice-president of Tele-Communications Inc., a major supporter of *TV Entertainment*. "The new owners paid a call on our management and reassured them."

Monthly cable guides also suffer from syndex changes and last-minute program announcements, especially if they cover broadcast (independent stations are notorious for last-minute schedule changes).

TV Host, with 2.3 million subscribers, runs a distant second to TVSM, which goes to 11.3 million subscribers, in the system-specific race. To meet the varied needs of the systems it serves, *TV Host* has been publishing in three frequencies: monthly, weekly and most recently, twice-monthly in Baltimore.

Fine-Tuning Frequency

Twice-monthly offers a transition between free monthlies and paid weeklies, says David Stefanic, president of *TV Host*, who adds that subscribers don't want to pay more than $20 a year for a guide.

The weeklies offer the advantage of being paid for by subscribers and of offering more up-to-date listings. They haven't yet proven, however, that subscribers are willing to pay for the extras they bring. In one of the publishing industry's most famous flops, Time Inc. lost $47 million in 1983 when it tried to sell systems *TV Cable Week*, a system-specific guide.

TVSM is now a "1,000 pound gorilla" among guides, says publisher Alan Wragg

Since then, printing and information-gathering technology have improved to the point that guides are routinely system-specific; that is, they tailor their listings so that programs are identified by channel number, not network.

System operators like the promotional *aspect* of system-specific guides. Paul Gregg, vice president of sales and marketing at Times Mirror's Cable Television, says he likes the fact that there are no "conversion pages" for channel-to-system. "We want to be as user friendly as possible," he adds.

Guides like *TV Time* and *TV Guide* also include broadcast listings, while many monthlies, like *Cable Guide*, do not. Including broadcast not only makes the guides more comprehensive but adds to the viewer's sense that cable is an integral part of the TV mix.

Postage is also a factor. As operators have added new channels, bulky monthly guides have become more expensive to mail. It costs less than 10 cents to mail a 170-page copy of Viacom Cablevision's monthly Milwaukee guide, according to J.D. publisher Michael Drescher, while weeklies can often qualify for a much cheaper newspaper rate. But because of their frequency, weeklies cost more to mail overall. "That's why we didn't take on *TV Guide*," says Hugh Jencks, general manager of Booth Communications in Birmingham, Mich., which contracts with *Cable Guide*.

Operator Interest Grows

"For years, we were trying to introduce weekly system-specific guides to other systems," *TV Host*'s Stefanic says. "The industry was basically growing from a pay standpoint and wasn't interested in system-specific weeklies. They felt *TV Guide* and newspapers were doing an adequate job. Now, all of a sudden, the industry recognizes they need system-specific guides. Why? The hype flattened out."

Another reason operators tend to prefer system-specific guides is that they make it easier for subscribers to find newly introduced channels. Viewers need program information if they are to sample shows; but new channels can be difficult to find on a crowded cable dial.

TV Guide isn't system-specific, but it scored a hit two years ago when it launched system-specific guides in the huge Brooklyn, Queens and Staten Island boroughs of New York, just as they were being wired.

TV Guide Tactics

TV Guide is now expanding aggressively into cable systems. But the giant weekly, which Rupert Murdoch bought for $3 billion two years ago, received a setback when Times Mirror in Phoenix recently scrapped well-developed plans to use *TV Guide* in favor of picking up *TV Time*.

"When it was time to renew the relationship, we looked at other things out there," Gregg recalls. On March 31, Times Mirror launched *TV Time* in Glendale, a Phoenix suburb, to a "terrific response," Gregg says, "partly because there wasn't a guide available."

"Obviously, we're disappointed," admits *TV Guide* President Joseph Cece about losing Phoenix, where *TV Guide*'s entry had been heavily promoted prior to Times Mirror's sudden switch to *TV Times*. "The way *TV Times* was introduced into the system, we think, leaves something to be desired."

Because of increased competition, TVSM will no longer announce its new markets prior to launching in them. "It doesn't make sense for me to reveal my marketing so they can go around throwing marbles on the floor," Wragg says.

Broadcast Bias?

Certainly, *TV Guide* is the better known of the two. But that cuts both ways. *TV Guide* has to persuade operators that it isn't a broadcasting organ. Executives at Premium Channels, which publishes guides to pay services, maintain that *TV Guide* has featured pay cable programs on only

System-specific guides are in, advocates *TV Host* president David Stefanic

two of its covers.

Cece counters that *TV Guide* offers more complete cable listings than *TV Time*. "Despite *TV Time*' being touted as a cable book, we do a much better job on cable than they do." *TV Guide* listings, he adds, include content descriptions. *TV Time*, Cece insists, is "very poor on basic cable, contrary to the myth they like to perpetrate."

In New York City neighborhoods, *TV Guide* offers a "rolling grid" in the log that places channels in two separate systems. As a newsstand-based publication, it is locked into a market-specific listing only. Cece maintains that it is more important to be informative than system specific. "People don't go to a TV set and say, I'm going to watch cable TV tonight."

"We love to do it in major markets where there is a large enough base for cable systems that have aligned numbers," he says. "But if somebody thinks the Holy Grail is channel specificity, he's missing the point."

Being system-specific can get expensive. Manhattan Cable already must send out two guides: one for rebuild areas, and another for older channel capacity customers.

Cece does not believe it is not economically feasible to publish for less than 30,000 circulation. But James Mazzocchi, publisher of *Cable Viewer* in Holyoke, Mass., sends out system-specific guides to systems as small as 3,000 subscribers for only 60 cents per copy.

Grids Get Giantic

Regardless of frequency, increased channel capacity is beginning to make complicated grid schedules resemble computer printouts. "Monthly guides are diluted," says Richard Wilen, whose *Premium Channels* is a freestanding pay guide most often inserted into monthly billing statements. "They're a bigger package, but they're filled with air. The customer is not finding the information he wants."

Even Wragg admits that eventually, "We're going to have to be selective. We're able to do 40 channels," Wragg says, "not 108". Only three systems, all in the New York area, now receive a free, monthly guide that includes all of the basic channels as well as pay. In April, this guide contained 216 pages of program information. *TV Guide* is looking into a larger format to accommodate more channels, Cece adds.

Cable channels themselves are doing a better job of sending out program information to interested viewers. A&E, TNN, Discovery, Movietime, ESPN and MTV now put out monthly channel guides, with Nickelodeon following this summer and others looking into it.

These publications have evolved into full-fledged magazine guides. A&E's guide, over three years old, expanded into a magazine with national ads and features last June. Although Paulette McLeon, *A&E Guide*'s editor, admits that it is supplementary to other guides, it offers more comprehensive program information. Besides, *TV Guide* won't even list a basic cable network unless it breaks 50 percent penetration in a market area.

On-Air Alternatives

On-air guides like The Weather Channel's Prime Time Tonight offer viewers another alternative to guides. Prime Time Tonight has grown to 7 million by March. Unlike a rolling grid, it has the advantage of not taking up a channel slot, since it tags along the weather reports every half-hour.

On-air guides are useful for grazing, according to Jim Humphreys, general manager of Prime Time Tonight, and so reach younger viewers. His service appeals to the "spontaneous nature of viewers zapping around." He compares it favorably to rolling grids: "We catch them when they're ready to decide."

Premium Channels experimented with a VCR-oriented magazine in 1987 to facilitate a viewer's recording schedule. The reader could take out a stamp and affix it to a fold-out

GUIDE GAME'S MAJOR PLAYERS

	Circulation	Frequency
TV Guide	16.4 million	weekly
TVSM	11.3 million	monthly/weekly
Cableview	8.0 million	montly
Premium Channels	4.1 million	monthly
TV Host	2.3 million	monthly/twice-monthly/weekly

> 'Monthly guides are a bigger package, but they're filled with air. The customer is not finding the information he wants.'
>
> *— Premium Channels publisher Richard Wilen*

calendar. Executive vice president Steve Goldmintz attributes its failure to technical and logistical problems; Wilen says the industry itself protested and the public was apathetic about recording.

Supplements Still Challenge

Since most cable subscribers get a metropolitan Sunday paper, TV logs in newspapers present a very real challenge to the paid weeklies, especially since they come "free" with the paper. To increase their attractiveness to national cable advertisers, newspapers recently agreed to adopt six standard sizes for TV log ads.

"Yes, we're in competition with them," the Newspaper Advertising Bureau's Kinsolving says of the cable guides. An NAB survey showed that in 88 percent of surveyed households, the Sunday supplement "sits on the TV set until next week."

Jones Intercable in Denver works with, not against, newspaper logs. "In markets where there is no good local guide through the newspaper, we offer our guide," says John Mathwick, group vice president. "It's market-driven. If there's a good newspaper log, we go along with it. It's allowed us to back away from pushing the guide business."

The nation's largest cable system began its own weekly guide in 1987 just as the dominant local newspaper began its highly successful Sunday insert. Long Island's Cablevision and *Newsday* were originally meant to be partners. But Cablevision

> 'All of a sudden, the industry recognizes they need system-specific guides. Why? The hype flattened out.'
>
> *— TV Host president David Stefanic*

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MEDIA INTELLIGENCE
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snatched away *Newsday*'s TV editor and a respected TV critic.

Newsday responded by printing its log with a glossy cover to make it look more like a magazine, a highly unusual move for a daily that owns its own press. 'It is tough road to plow, getting people to pay for a weekly book,' admits Maggie Melluso, *Total Television*'s editor.

Newsday's $1.25 price compares favorably with $2.95 a month ($3.85 for systems outside of Long Island) for *Total Television*. On the other hand, *Newsday* is not system-specific for cable channels.

Today, Cablevision's *Total* reaches 140,000 subscribers in three systems, including other Metro New York systems, while *Newsday's TV Plus* goes to its 700,000 Sunday subscribers. *Newsday*, however, is not system-specific.

Monthlies are "diluted," acccording to Premium Channels publisher Richard Wilen

Small Players, Big Business

In other markets, local guides have the firmly entrenched loyalty of local operators. *Cableviews*, for example, is a 65,000-paid-circulation weekly that goes out to three major cable systems in Cleveland. In fact, it outsells *TV Guide* two-to-one in that market, according to *Cableview* publisher Tim Veleck. Even more unusual for a system-specific guide, 65 percent of sales are newsstand, with only 45 percent from subscriptions. "*TV Time* is not a problem for me, because I have been entrenched in the marketplace for a while," he says.

With weeklies increasing advertising and subscription revenue, other publishers may enter the field. Wilen, for example, tried a weekly during the *TV Cable Week* fiasco, but says he's "talking to people about doing weeklies right now." ■

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Back in *1966*, March 17th to be exact, *TV HOST, INC.* launched the very first *WEEKLY CABLE GUIDE* in Harrisburg, Pennsylvania. This weekly guide was totally subscriber and advertising supported then as it continues to be today. It was a major innovation of its time, not flashy — just practical, affordable and complementary to the new industry it served.

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In April *1988*, the first multichannel *PAY-PER-VIEW GUIDE* was published for operators offering several different pay-per-view services in their systems.

In December *1988*, *TV HOST* purchased TV Listing Group, Inc., a national distributor of *TELEVISION PROGRAM LISTINGS*. TV Listing's extensive programming database provides television listings throughout North America. This enables *TV HOST* to provide even more accurate listings while maintaining the commitment to producing an excellent program guide.

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Nearly 40 percent of systems offer PPV, but few use impulse ordering technology

by Kathy Haley

Pay-per-view continues to grow, but use of barker channels, considered critical to aggressive marketing, has fallen some since a year ago. According to a survey of cable operators conducted in early February, CSRs handle the orders in nearly 60 percent of the systems offering PPV.

The survey, commissioned by *CableVision* and Midwest CATV, found that 37 percent of the 396 reporting systems now offer PPV. It also found that the bigger the market, the more likely it is to have PPV available. While 72 percent of responding systems serving more than 50,000 subscribers offer PPV, only 21 percent of those serving fewer than 10,000 subs do so. Fifty-four percent of systems serving between 10,000 and 50,000 subs offer PPV.

Number

4

in a series of eight

But while PPV is up nine percentage points from a year ago, use of barker channels, which many PPV marketers maintain is their most important tool, is down. Only 49 percent of reporting systems use a barker channel, compared with 58 percent in early 1989.

Sporting events remain the big draw in PPV, according to survey respondents, 81 percent of whom said sports drew the biggest buy rates. In fact, sports gained some in its lead over other programming categories from last year's survey, when 64 percent of respondents reported sports as their best seller.

Movies drew the second most votes for best programming type. Sixteen percent of operators ranked it their hottest seller, down from 35 percent in 1989. Concerts earned no votes for best programming category.

When it comes to taking orders for PPV, only 14 percent of those surveyed are using impulse technology. Another 18 percent use automated number identification systems (ANI) and 59 percent use their customer service representatives.

Systems with fewer than 10,000 subs reported the most use of CSRs for order taking. While 79 percent of those use CSRs, 2 percent use ANI and 7 percent use impulse. Among systems serving between 10,000 and 50,000 subs, 57 percent use CSRs, 23 percent use ANI and 15 percent use impulse.

Thirty percent of systems serving more than 50,000 homes use CSRs while 35 percent use ANI and 17 percent use impulse.

Of the 63 percent of systems that do not offer PPV, 32 percent told the Cable Poll™ survey they are "technologically incapable" of doing so. Another 17 percent claimed it would "not be profitable" to do so and 26 percent said the hardware necessary "is too expensive." While 29 percent of small systems gave expense as their reason for not offering PPV, none of the systems serving more than 50,000 subscribers offered that as their reason for not doing so. Among the biggest systems, 14 percent said they are technologically incapable of offering PPV while another 14 percent claimed it would not be profitable. ■

Does your system own a barker channel?

	Total	Less 10K	10K -50K	Over 50K
Total	386	203	137	32
Yes	193	75	79	25
No	171	104	54	5
Don't Know	32	24	4	2

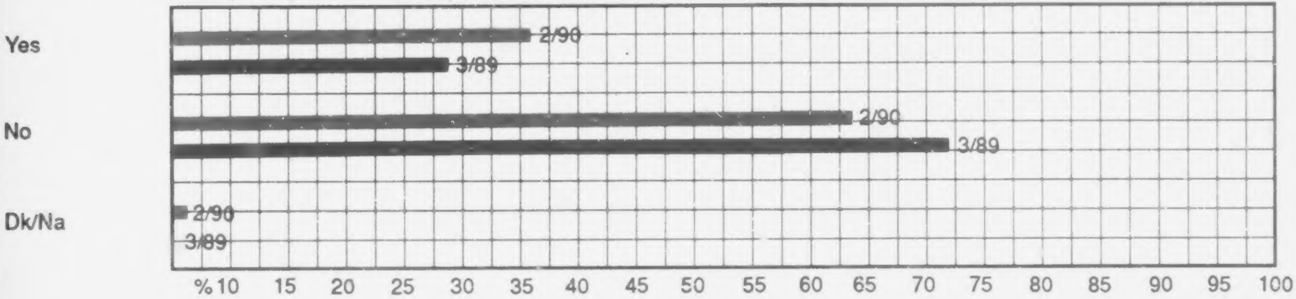
Does your system offer a pay-per-view-service

	Total	Less 10K	10K -50K	Over 50K
Total	396	203	137	32
Yes	148	43	74	23
No	245	159	63	7
Don't Know	3	1	0	2

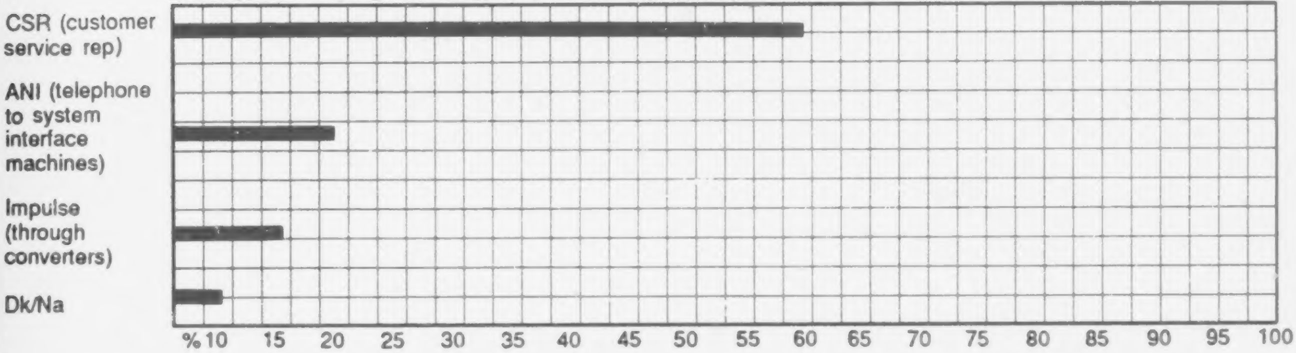
HOW THE POLL WAS CONDUCTED: The Cable Poll™ is conducted for Midwest CATV and *CableVision* magazine by Ryan/Samples Research Inc. Telephone interviews for this edition of the poll were conducted Feb. 1-15 with a random sample of 396 system management personnel obtained from CableFile Research. Cable Poll™ researchers are 95 percent confident that the results are an accurate reflection of the total industry within plus or minus 5 percentage points.

Adding up your answers:

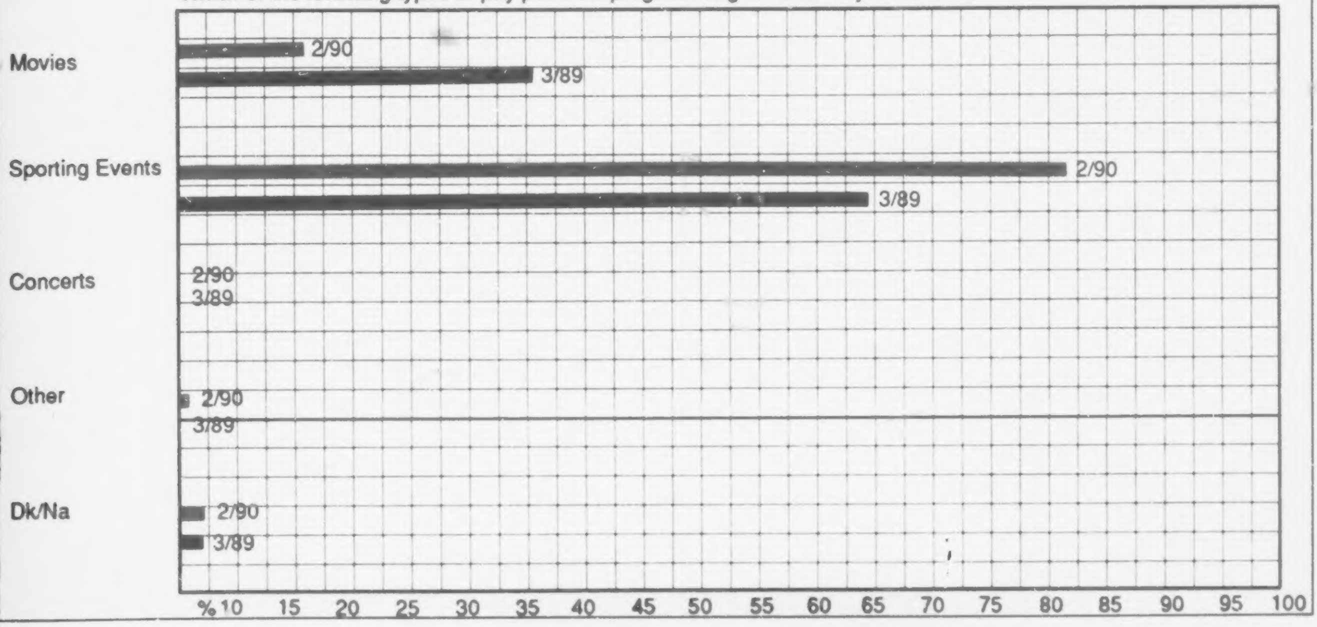
Does your system offer a pay-per-view service?



What type of ordering technology do you use for pay-per-view?



Which of the following types of pay-per-view programming sell best in your market?



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CableVision

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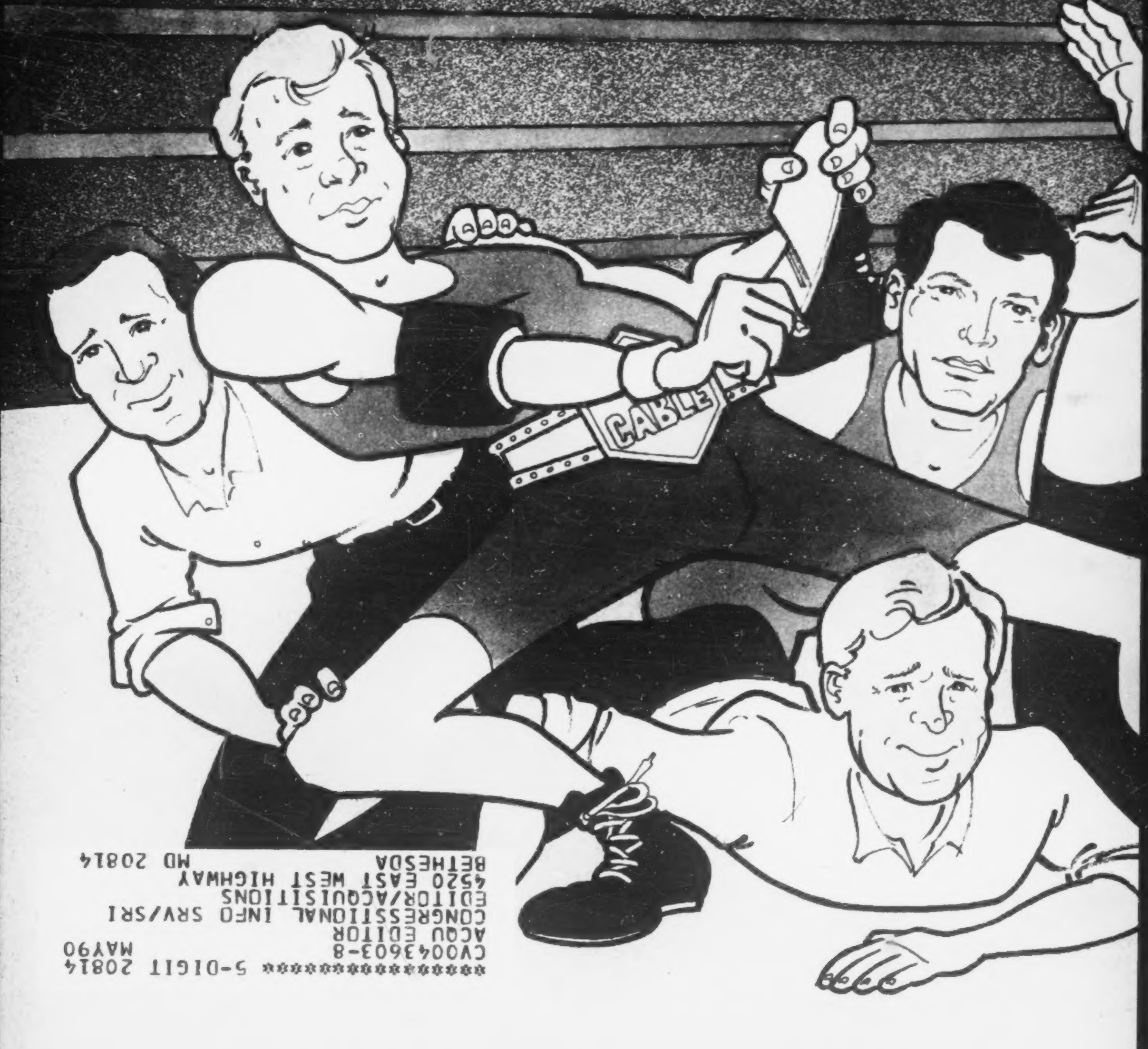

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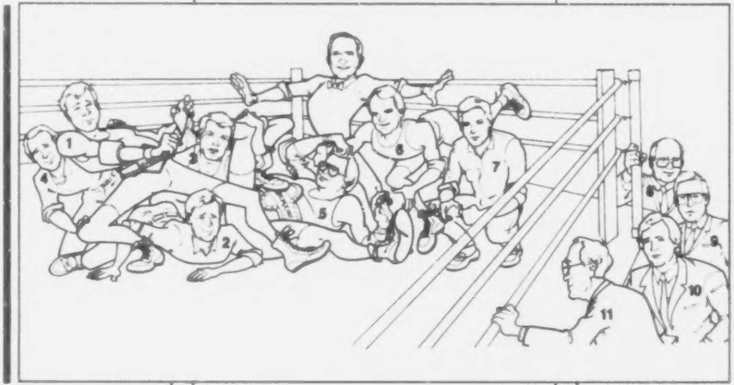

ILLUSTRATION BY CHRISTOPHER KAMMERER

Who's Who on the cover: 1) Jim Mooney; 2) Amos Hostetter; 3) John Malone; 4) Steve Effros; 5) Eddie Fritts; 6) Jack Valenti; 7) Sen. Albert Gore; 8) Rep. John Dingell; 9) Al Sikes; 10) Rep. Ed Markey; 11) Sen. Howard Metzenbaum

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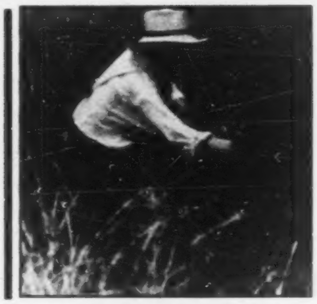

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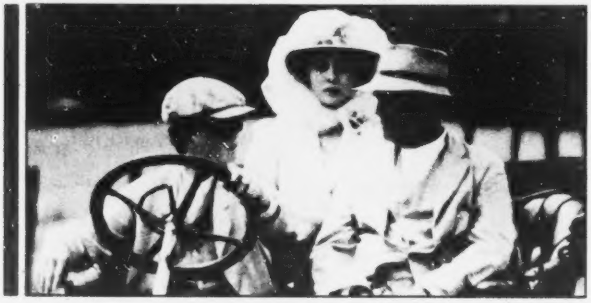
KBL-TV Sees Advertising Sales Boom In Nielsen Metering of San Antonio



KBL-TV will look for big Nielsens off TNT flicks this fall

San Antonio is about to make cable ratings history. Local operator Paragon Cable will soon be the only cable system in the country with access to ratings by daypart and demographic for cable households when A.C. Nielsen makes San Antonio a metered market this fall.

KBL-TV, a subsidiary of parent KBLCOM and the local advertising arm of Paragon, will participate in the metering effort with three commercial stations in the market. That also sets a precedent, as KBL-TV will be kicking in $2.5 million toward the cost of metering over the next seven years.

"It's the first time cable has been treated as a full-fledged partner," says Chancey Blackburn, KBL-TV gm.

Paragon's San Antonio system, the nation's fourth largest, boasts a 64 percent penetration rate (368,000 households) in what is the 42nd DMA. (That will make it Nielsen's smallest metered market).

Nielsen will make quarter-hour and cable demos available in special reports to KBL-TV. "For future reference, this is going to revolutionize cable sales," says Blackburn. She conservatively projects 30 percent growth in local ad sales over the next five years. KBL-TV could hit $5 million in sales this year on the 16 channels where it inserts spots, putting it past sales for Univision affiliate KWEX-TV and KABB-TV, one of two indies in the market.

Blackburn says KBL-TV was sold on metering by a Nielsen report showing cumulative increases for basic cable networks of 40 to 150 percent in several markets, including Minneapolis, St. Louis and Tampa, after metering.

Diary ratings typically under-report cable viewing in early and late fringe, prime access and daytime.

In sports-conscious south Texas, NFL games on ESPN and TNT will score strong numbers along with ESPN's Major League Baseball. KBL-TV figures movies on TNT and USA will draw in prime time along with specials on The Discovery Channel.

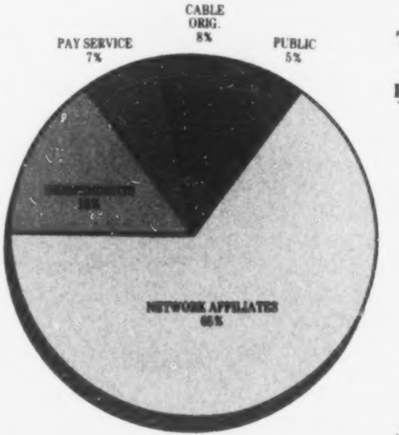
"More and more, we're able to compete with the broadcast networks' prime time programming," Blackburn says.

KBL-TV figures USA Network, ESPN, TNT, Nickelodeon and Home Sports Entertainment will all come big in the Nielsen numbers beginning this fall. One San Antonio Spurs game on HSE this season drew the equivalent of an 8.1 rating in cable households, according to a phone coincidental survey. Interestingly, HBO draws a prime time rating equal to local indies among San Antonio viewers in Nielsen diaries now.

"From our point of view," says Blackburn, "the big three will become the big four."

—Richard Tedesco

WHAT DO VCR HOUSEHOLDS RECORD?



Top Recorded Programs During November 1989

Rank	Program	Network	VCR Households
1	Small Sacrifices Pt. 2	ABC	1,565,700
2	Till We Meet Again Pt. 2	CBS	1,197,300
3	ABC Sunday Night Movie	ABC	828,900
4	CBS Sunday Movie	CBS	828,900
5	NBC Sunday Night Movie	NBC	828,900
6	All My Children	ABC	736,800
7	General Hospital	ABC	736,800
8	Barbara Walters Special	ABC	644,700
9	LA Law	NBC	644,700
10	Roseanne	ABC	644,700
11	CBS Special Movie—Mon.	CBS	644,700
12	NBC Monday Night Movies	NBC	644,700
13	Days of Our Lives	NBC	644,700

Source: Nielsen Media Research

Indians on TNT

Ted Turner just keeps generating ideas being translated into on-screen projects.

His latest concept is a lengthy dramatic mini-series on the American Indian. "It's an idea Ted is really interested in," says Scott Sassa, TNT executive vp.

The planned 20-hour project, currently in development, is still two or three years away from air on TNT. *—R.T.*

1983-1984

KEY LAWMAKERS	NCTA	NAB	INTV
Hollings (Pres.)	2,000	3,000	
Hollings (Sen.)	3,000		
Exon	1,000	2,000	
Gore (Sen. race)	2,000	2,000	250
Gore (House race)			250
Gorton	3,000		
Pressler	5,000	2,000	
Stevens	3,000	1,500	
Bates	3,500	600	250
Bliley	3,000	1,000	
Boucher	500		
Bryant		850	250
Collins	750	1,000	
Dingell	3,050	2,000	500
Eckart	1,200	850	250
Fields	3,000	850	250
Leland	3,000	500	250
Lent		500	
Markey	1,000	250	
Moorhead	1,500	1,000	250
Nielson	2,000	500	
Oxley	3,500	1,500	
Rinaldo	2,250	3,000	500
Ritter	3,000	1,000	300
Scheuer	1,000	200	
Swift	7,000	2,250	1,500
Tauke		2,500	250
Tauzin	3,000	2,000	250
Wirth			1,000
Wyden	2,000	750	
Total contributions to all candidates:			
Democrats	142,900	59,925	6,650
Republicans	85,300	75,950	4,175

1989-1990 (1st Quarter)

KEY LAWMAKERS	NCTA	NAB	INTV
Exon	10,000	3,000	
Gore			5,000
Gorton		1,000	
Hollings		5,000	2,000
Packwood	120		
Pressler	2,000		
Stevens	4,999		
Tauke (Sen. race)		5,353	
Bliley	5,000	1,200	
Boucher		2,400	850
Bryant	2,000	700	1,500
Collins	1,000		
Dingell	5,000	1,000	1,000
Eckart	5,000	800	
Fields	3,000	500	
Leland	1,000	500	500
Lent	5,500		
McMillen	1,000		
Moorhead	4,000	1,100	500
Oxley	700		
Rinaldo	5,000	1,200	300
Ritter	5,000	300	
Schaefer	5,000	1,350	
Scheuer	2,000		
Swift	1,350	1,700	700
Tauzin	2,000	1,500	
Wyden	2,500	1,600	
Total contributions to all candidates:			
Democrats	182,200	73,475	16,550
Republicans	119,475	78,353	4,300

TV Interest Groups Grease The Palms

Just about all lobbying groups (CATA is one exception) have taken on as part of their responsibility the funneling of contributions to political candidates. The three main players in the tv industry do so under the aegis of political action committees with names like Cablepac, Tarpac and INTVpac.

Decisions on how much to give to key member of Congress are based on many factors. The money may go to someone who has been a friend of the industry in the past, someone the group wants to win as a friend for the future, or even someone who is a special friend of an association president or of an industry leader.

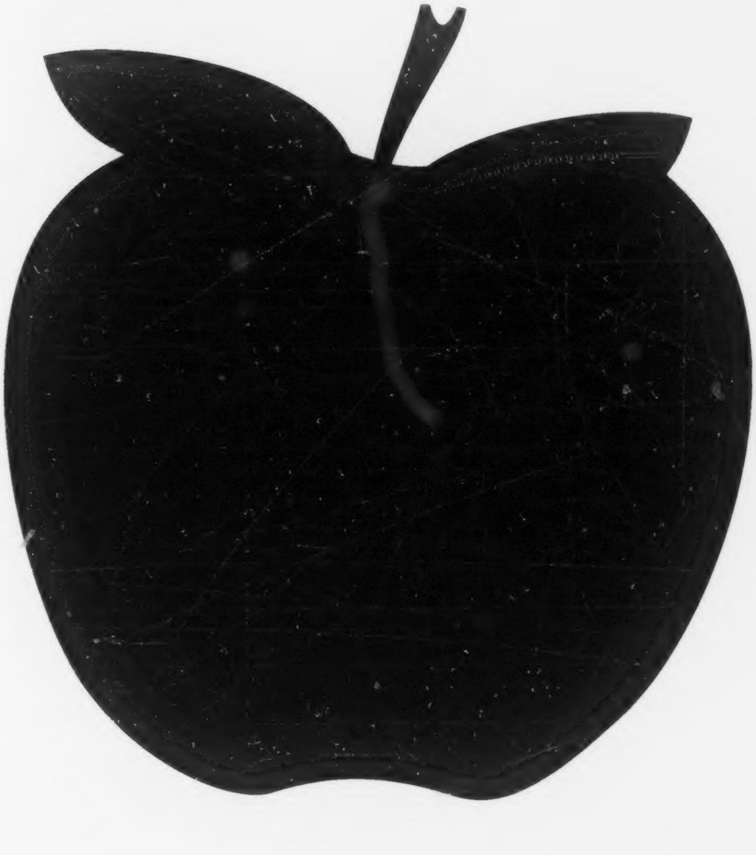
Associations also have other ways of getting money to members of Congress, such as honoraria, which do not show up on campaign reports.

The following table, compiled from Federal Elections Commission reports, lists only members who now serve or did serve at the time on communications panels in the House and the Senate. It demonstrates that the cable industry put much more money into contributions than did broadcasters during the years involved. NAB President Eddie Fritts acknowledged in an interview that "Our guys are late coming to the party on that." ■

The New York Experience

Tracing the trials and tribulations of interconnecting advertising's capital city

By Joe Terranova



It's been characterized as reinventing the wheel, creating a better mousetrap, controlling one's destiny and stabbing your peers in the back. Two-thirds of New York operators recently plunked down a total of about $120,000 to study the feasibility of a marketwide advertising interconnect. And while the results won't be known for six to eight weeks, the process bears watching.

The casual reader of CAB literature might think New York already has an interconnect, and in a sense, it does. Cable Networks Inc., a division of Rainbow Advertising Sales (RASCO) which is owned by Cablevision Systems, represents virtually all of the ADI to regional cable advertisers. It does so, however, without dedicated inventory or control over pricing, and with lots of bicycled tapes. There's even a conflict-of-interest cloud hanging over its head.

Cablevision is the area's largest MSO, and RASCO sells time on Cablevision's regional net SportsChannel. But both conditions existed long before Cablevision purchased CNI from 3M three years ago and brought the market together under RASCO. And while making other operators uneasy, Cablevision's influence in the New York ad market was never a cause worth spending thousands, maybe millions, of dollars to rectify. Until now.

With one fell swoop, the Time Warner merger put it on equal footing with Cablevision in New York. A more gradual change has been systems' growing ad sales sophistication. Finally, other interconnects have been gaining ground on New York, both in the headlines and on the ledger sheets.

That last item may have been the flashpoint for years of brewing mistrust. What others initially poked fun at as "star wars"—satellite spot delivery—may be turning into a money tree for Adlink, managing partner of the Los Angeles interconnect. The Greater Philadelphia Cable Interconnect is weighing a similar move, but the Bay Area Interconnect has also prospered with its switch from microwave to low-tech bicycling.

The most obvious trait these and other blossoming interconnects share is equity participation among operators. Without it, New Yorkers are left to fantasize about lost financial opportunities. By various accounts now a $40 million market, New York is said to have the potential of reaching $75-175 million in annual cable ad sales revenue, depending on who's wearing the turban.

Under that kind of greenback-induced high, the market's current arrangement with CNI is pure Near Beer. "Anybody can hire a sales manager and 12 salesmen for $2.8 million a year," pans one outside observer. (That's figuring a 25 percent rep fee on $13 million in gross regional sales after agency commission.) But one insider points out that area tv stations and systems do earn about the same percentage of their total ad revenues—30 and 5-40 percent respectively—from national sales. Conceding this may be the natural order of things, he adds: "What do these cable wizards know that can change that?"

A *New* New York Interconnect?

The players at a glance	Subs (000)	% of Cable Ad HH
Cablevision Systems	853	27
Time Warner (Paragon)	673	21
UA Entertainment	321	10
Maclean Hunter	239	7
TKR	230	7
Comcast	226	7
Monmouth/Riverview Cable	122	4
Adelphia	88	3
C-Tec	88	3
Sammons	86	3
Colony	68	2
Cablevision Industries	65	2
Continental	53	2
TOTAL	**3,112**	**98**

Source: CNI

Predictions from both sides seem based on some potentially misleading assumptions. One is that regional is just a bigger version of local sales. As someone who has had more than his share of disappointments with interconnects recounts, "It's a totally different business. To be in it, you need to chuck out over 25 percent of your inventory. And say goodbye—don't get involved in analyzing regional on a local pro forma basis. Because at that point, you're not a geo-targeting narrowcaster any more. You're a broadcaster."

The implications here are frighteningly literal, and several New York operators (C-Tec, Sammons, Cablevision Ind., Continental and Maclean Hunter's Jersey City system) have excused themselves from the conversation and the four cent fee asked to finance the Malarkey Taylor/Thom McKinney study.

The characteristics of any market make some franchise areas more valuable than others, but few can compare with New York's diversities.

"I don't think the outlying areas are going to get national dollars whether they're part of a hard interconnect or not," remarks one dissenter. If so, the $25-60,000 cost per insertion point (over 60 in the ADI) for groundbased satellite equipment is a poor return-on-investment. But ironically, with the next breath, that same sales director reports 15 percent of his revenues in national business. An additional 5 percent could easily pay for the hardware in six months.

The real concern here is the other 85 percent of his business: "The local market is where I make most of my money and where I should put my best foot forward." For this sales director and others, regional advertising has come to mean low rates and premium inventory plus agency and rep commissions when local sales are growing at 20-30 percent.

However, operators' incentive to turn some of this money-in-hand into seed might be that they're going to run out of business. "There are only so many people who are going to buy just one system," cautions CAB vp of local sales Ron Fischmann. "When they find they've hit the wall with price increases to their car dealers, then systems will wish they'd taken some of that inventory and established their agency business," seconds Dave Bender, chairman of the research firm Bruskin & Associates.

For operators who see this as gas-war pricing in a boom, Sue Schmalzbach, sales director for national rep NCA's New York office, assures them: "Price is becoming secondary to systems executing schedules as they are ordered. If you have 20-30 systems that are part of a soft interconnect, the likelihood of running into a scheduling problem is far greater than the same schedule run on a hard interconnect."

Still, it's a mistake to think improved delivery and verification will be the only holes your money will drop into in the beginning, warns JWT senior vp Jean Pool. She advocates two rate cards, one giving a discount to regional clients and another offering zones or the interconnect to national advertisers.

Those attending April's CAB convention will remember Pool's if-it-looks-like-a-duck comparison of cable and broadcast sales, which was met by a chorus of "we're not ducks."

The condition Pool describes, a dual rate card, seems to be already happening in Los Angeles. ("Local cost has nothing to do with what regional time will go for," agrees Adlink president Alan McGlade.) But Bill Wiener, of Advertising & Media Advisors, doesn't give it much chance of spreading quickly.

"On a local basis, cable operators have become very smart marketers, competing aggressively against radio and newspapers," says Wiener. As a result, he scoffs, "Anyone who looks at this $1-billion tv market and wonders why cable's only getting $13 million is kidding himself [because] the pricing is completely out of whack."

1990 Regional $$$ Per Insertable HH

Interconnect	Regional Sales (000,000)	Cable Ad HH (000)	$ Per Sub/Yr.
Boston	2	1,032	1.92
New York*	13*	3,210	4.05
Philadelphia (GPCI)	5.6*	1,200	4.66
Los Angeles	7	1,350	5.19
San Francisco	8	1,050	7.62

Source: Interconnects, *Paul Kagan Assoc.

Surprisingly—or not, depending on how well you know him—BAI president Bill Stanfield concedes that, in the past, "We've increased our rates, sometimes with no methodology and sometimes pretty outrageously." Instead of two rate cards, he sees "ESPN, TNT and CNN becoming so valuable that smaller clients are not able to afford them." Those will provide the broad cpms he'll need when wearing his whole market, broadcasting hat for agencies. Then his staff can match smaller advertisers with smaller nets.

Going Soft

If New York operators learn anything from their study, Stanfield hopes it's the importance of zone sales. Two years ago, BAI went soft when covering the remainder of the market via microwave and installing addressable headends were judged to be cost prohibitive. Bicycling now allows advertisers to choose between eight trading zones and the whole interconnect. As a result, 41 percent of his local and 13 percent of his national business are zone buys, with overall gross up 100 percent.

Conversely, about 400 miles to the south, "If an operator wants to buy two or three systems, we just send them to the systems," explains Adlink's McGlade. "That's why you have local sales staffs."

In McGlade's case, God knows, it's not a hardware shortcoming. His systems will gradually upgrade to 13-channel insertion capability beginning in August. And, if he only had a full-time transponder (annual cost: $800,000-$1.6 million), those addressable headends could accept real-time insertion. (As it stands now, he rents a couple of hours weekly on the bird at $500 a pop.)

Others say that McGlade is motivated by politics—even with equity, he must keep off local sales managers' toes. And while BAI's Stanfield calls McGlade a pioneer, he also suggests the zone business isn't worth McGlade's time, and shakes his head "over how many local sales dollars are lying under all those rocks." Furthermore, with 40 L.A. systems doing $500,000 each and McGlade another $10 million in regional sales, he adds, "You have a $30-million market and over 200 salespeople. How terribly inefficient."

Lost Valley

Maybe. But unless you're working out of a market where there are no local sales operations—let's call it The Lost Valley—it's unlikely that most systems would consolidate their ad staffs. BAI, Seattle's Northwest Cable Advertising, the Dallas interconnect (exhumed under Cable AdNet) and the new operator-owned Atlanta interconnect all pre-date the normal system-level evolution. Up until Wometco and Prime took over Atlanta from CNI a couple of months ago, there wasn't one system employee selling time in the market, according to local manager Jon Ozor.

With New York and all its fully-developed personalities, an integrated sales team seems as much a prospect as world government. But another sales director wonders why, if the aforementioned interconnects are such good models, those involved who also have properties in the market (Colony, Continental, Comcast, Sammons and UA) "aren't pointing to them?" Then he answers his own question: "Because we want to be the best."

For example, dedicated inventory and pricing flexibility are usually the two biggest points of contention between systems and regional managers—whether there is shared equity or not—and one of the first things that every successful interconnect points to as the reason for its success. Yet this sales director is not sure it's necessary in these days of "instant communication."

The Plot Thickens

This is presumably a reference to a program like CNI's OSCAR, an accounts receivable system now in development and said to be capable of online trafficking. Of this last idea, another New York sales director who is an Adlink partner remarks, "I don't like turning over inventory, but online control is difficult to do." He is not alone, and this may be the first chink in Adlink's armor, just as it may be the seed that develops into the tree dividing NY operators.

In its second year of operation, Adlink now takes 25 percent of the inventory from affiliates' top five networks. What it can't sell, it turns back. But as it becomes more successful, it's going to want more time, and Stanfield predicts this will be a constant struggle as Adlink seeks its stride. And it has equity! What chance does CNI or any rep have of getting the things it needs to tend its business?

For his part, McGlade suggests that New Yorkers' criticisms of interconnects are better directed at repped markets. *His* inventory (you know it must hurt some people to see that black and white) runs across all dayparts, "Whereas in a rep situation, the tendency is to just turn over primetime orders."

Reps in general seem to agree that systems' involvement with interconnects is a function of ad sales maturity and that owning a piece of one doesn't speed the process. An outside operator who participated in a failed equity-based interconnect concurs. "I don't think there's anything magic about equity *or* third-party deals. You need people with a consistency of thought, a common objective and without hidden agendas. A good contract with a third party is a great way to go."

With that as a yardstick, it's surprising regional sales in New York work as well as they do now. Dispelling any notion of like-mindedness, one insider admits, "We've got 16 different operators and 16 different opinions." And this market has more inconspicuous airport runways than it does "hidden" agendas. The only common objective—profit motive—is *too* common to base a partnership on. But that may not stop ops from trying, a fact which reps seem to sense.

Through kicks and screams, a resolve can be heard in reps' voices as they discuss the shifting control of interconnects they may have built. (Look at Atlanta, where operators brought the interconnect, and in the process, CNI insertion equipment, in-house). The rep for a top-10 interconnect underscores the role reps have played in developing regional markets: "I was ready before they were." Then he adds the standard rep refrain, "And those systems have earned net operating income on sales from day one."

For those reasons, another rep suggests New York operators have "the best deal going" with CNI and that the market's uneven development makes an equity-based interconnect unlikely. "You've got some operators doing $28-29 per sub, while others are at $8-9. There are some people out there just doing it better than other guys."

While an evenly developed market may be ideal, most agree it's also unrealistic. But one New York sales director suggests it may be a moot point. "I'm not sure CNI is the intended player here."

Conversely, two New York operators not participating in the study believe CNI should have to foot the bill for it and maybe, ultimately, the building of a hard interconnect. (They were obviously not in the majority, since CNI was not approached about doing either.) Adds one, "If operators aren't happy with the company repping them, then they should sit down and work out a way for them to do a better job. It would be a hell of a lot easier and less expensive to turn CNI around than to reinvent this thing."

At least New Yorkers seem to agree that zone sales are critical and that likely divisions include metro, Long Island, mid-Hudson Valley, Westchester and Fairfield Counties, and northern/central/southern New Jersey. That's assuming all those areas participate in any future developments.

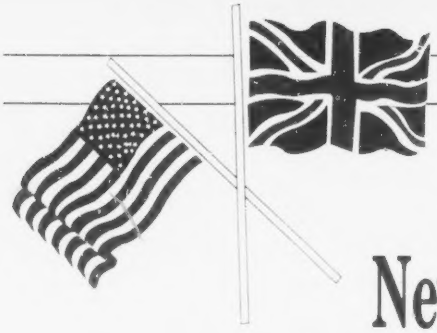
"If we find there's a vote taken and it's a split market, for us to come in at that point we'd have to decide whether we'd want to make some of our inventory available at a lower rate," offers one study participant. "It has to be a win-win situation. Otherwise, we're out."

Most outsiders seem to agree that the split market scenario is worst case. Obviously, Time Warner's interconnect of its Manhattan and Brooklyn/Queens properties is a go regardless. And Cablevision is not about to give up on regional business, whether it's the whole ADI or not.

"I don't think even the biggest companies will be able to maximize their potential if they play it alone," comments an executive of one big company. "It's hard for me to believe people could be stupid enough not to understand that." Another sizes things up this way: "You've got a couple of big players, then there's the rest of us. So it's going to be difficult to come to a unanimous decision. But I think we'll get there."

Citing a laundry list of interconnect experiences, a sales director remarks how he doesn't know of one that has ever been profitable. "And if operators are thinking about investing in an interconnect to make money, then they're in it for the wrong purpose." The *right* purpose, he says, is pushing regional sales revenues down to the local level. Another operator talks about a *new* New York interconnect that might function as a service organization, and draws an analogy to the area's existing marketing co-op.

The study will be back in July, with some optimistic souls expecting a resolution within three months. (Mark that on your calendar: October '90—hell freezes over.) There is general speculation among operators that Cablevision would be amenable to opening up CNI to investors. As one remarks, "[Chairman] Chuck Dolan is a businessman first." But for a businessman, pride may be easier to swallow than the $5 million in capital improvements Dolan has put into CNI since the purchase. Maybe that means CNI becomes New York's managing partner and it's a wash. However it plays, look for everyone to start having a whole new appreciation for CNI. ■



INTERNATIONAL

New British Invasion

BBC Lionheart has chosen U.S. cable networks to help conquer the American market by licensing archival programs and co-producing

By Richard Tedesco

Black Adder **landed A&E a surprise ACE Award for best comedy series, then sold 700,000 cassettes in the U.K.**

The British are coming.

It's not redcoats this time, but the British Broadcasting Corporation. And actually, this friendly assault on American cable networks is already well underway, with BBC Lionheart Television spearheading the effort.

Its immediate goal is to increase exposure for the world's largest English-language TV archive. Cable is an increasingly important part of that picture, as more than 60 percent of Lionheart's license fees here are with cable networks—a large jump from the 15 percent those deals represented earlier in Lionheart's six-year history.

Arts & Entertainment Network, The Discovery Channel, MTV, Turner Broadcasting, Lifetime, Bravo and Home Box Office have all done business with BBC, and virtually all U.S. cable networks are having discussions with the BBC in terms of either acquisitions or co-productions. As Lionheart, its American distribution co-production arm, has become more aggressive in pitching program possibilities, cable networks have realized the vast range of what's available, from documentaries to comedy.

"The BBC doesn't just do British mystery pieces or British genre pieces," says Pat Fili, senior vp of programming for Lifetime.

Licensed programming sold in the U.S. market and co-productions with cable and public television partners currently represents $30 million-$40 million per year. Jack Masters, president and ceo of BBC Lionheart, sees that revenue soaring to the $100 million range in the next five years.

That projection includes sales to the Big Three broadcast networks (a market the BBC wants to crack), as well as growth in the home video market, an area of top priority for BBC Lionheart in its strategy for this British invasion. "Sell-through video is going to be the answer for us," says Masters. "We'll be off and running in building the BBC name."

Lionheart also plans to add another revenue source by launching or acquiring an educational video venture in the next two years, similar to endeavors established by cable programmers in that venue.

Masters expects home video sales to equal program sales to cable in two years, as it seeks marketing outlets through video-of-the-month clubs and catalogue sales. (CBS Fox Video currently distributes some BBC home videos here.)

Despite the growing presence of BBC shows on U.S. TV screens, Lionheart feels its parent company still suffers from an absence of any clear image in the minds of American viewers. "There's a huge amount of the American public that doesn't know *anything* about the BBC," Masters says.

The expansion of its U.S. cable connection gives the BBC the opportunity it needs to change the misperception other Americans have of its programming, according to Sylvia Delia, vp of ancillaries for BBC Lionheart. "Everybody thinks of us as period costume drama, *Masterpiece Theatre*, and we're a hell of a lot more," says Delia.

The steady expansion of the BBC's

business with American cable networks has mirrored the maturation of those networks. "Our business has grown with the growth of cable," says Sarah Frank, senior vp in coproductions for BBC Lionheart TV. "BBC is like a big department store made up of little boutiques."

A&E First To Cultivate

A&E was the BBC's first U.S. cable partner, in a relationship that has lasted as long as A&E has existed. A&E still claims right of first refusal on BBC dramas, some documentary features and other categories and remains the BBC's biggest cable client. It airs between as much as 120 hours of BBC product each year, representing about 15 percent of the schedule.

Nickolas Davatzes, A&E president and ceo, recognizes the transition the BBC has made in its mission to distribute programming in the U.S. "Ten years ago, their primary client was PBS. Now they're interested in talking with all of the cable networks, the broadcast networks and the pay networks," he says.

Much of the product A&E originally acquired from BBC was second-run after premieres on PBS. It is more frequently landing first-run fare these days, such as the offbeat comedy *Black Adder*—a big home video hit to the tune of 700,000 units sold in the United Kingdom.

The biggest difference in A&E's relationship with the BBC is in the area of co-productions, which now represent 65 percent of the dollars A&E invests in BBC product for series such as *All Creatures Great and Small*. The desire to put its own stamp on productions, along with having a voice in the development of programming to serve its audience, is defining the dynamics of A&E's interaction with the BBC.

"We're interested in having a say in what is being developed and how it's being developed," Davatzes says.

From the BBC's point of view, U.S. cable networks have matured considerably in the last several years, both in their ability to pay the freight for first-rate, first-run shows. But there is a sense at Lionheart that U.S. cable programmers also are simply savvier about their business.

For its part, the BBC is more sensitive to developing product that is adaptable to the U.S. TV market. "The BBC constantly evolves in the type of programming that they've produced from year to year," Lionheart's Delia explains. "We've found new outlets for different types of programming from within the BBC stable so that we're expanding the nature of our programming here."

Lionheart has improved communications with BBC producers in London in order to convey the sort of parameters it considers in pitching productions to programmers here. So, for example, the BBC has been tending to produce fewer costume dramas. They also observe other differences in the nuances of the American market, according to Delia: fewer six-part series, a typical BBC practice, are

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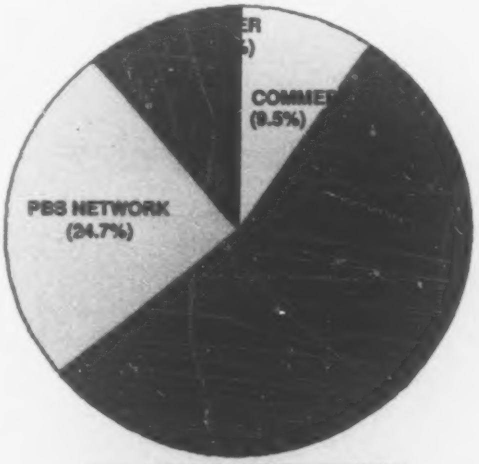
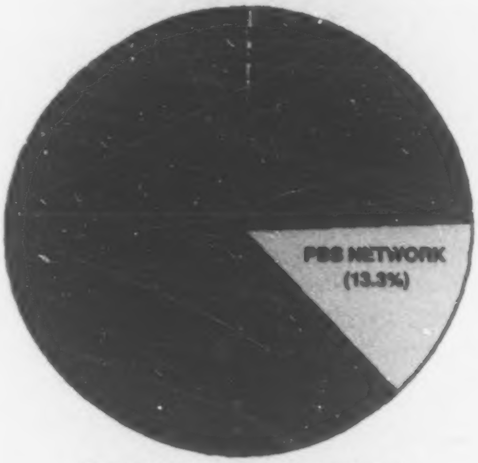


BBC/LIONHEART TELEVISION WRITTEN SALES MIX (YEAR 1987)



BBC/LIONHEART TELEVISION WRITTEN SALES MIX (YTD 1989/90)

BBC's program development for Turner Broadcasting includes *Trials of Life*, hosted by David Attenborough and scheduled for 1991

NEW BRITISH INVASION

continued from page 106

produced and documentaries are done without subtitles (the English don't mind reading their television screens; Americans do).

Since Lionheart also co-finances some productions, it can exercise some influence over the parameters of a particular production. "The considerations of what will work in the U.S. are known to the BBC producers in London," Jack Masters observes.

Providing Creative Input

Communication between U.S. cable programmers and their BBC counterparts also has been enhanced as their respective business relationships have evolved. That is particularly true in the area of co-productions, where cable is far from a silent partner. "It's now no longer just a financial relationship. It's a creative partnership right from the start," says Eileen Opatut, vp of co-productions for BBC Lionheart TV.

"They're very receptive. They're really opening up," says Chuck Gingold, senior vp of Discovery's U.S. programming, a trend he sees occurring with all international programmers.

The other notable change Gingold notes in the BBC's approach is an effort to redouble its efforts to market product from its extensive library and to develop co-productions with U.S. partners. "They've become more aggressive where they weren't before," Gingold observes. "And they realize they have a lot of quality programming that, properly positioned, can be valuable for cable networks in the U.S."

The first instance of Bravo's involvement with the BBC was early last year when Jonathan Sehring, Bravo vp of programming, called to make a deal for *The Lenny Henry Show*, the sort of comedy series most American viewers wouldn't naturally associate with the BBC. It was also the kind of show BBC Lionheart hadn't thought about pitching at the time. "The way BBC was structured, they never tried to sell to cable before," Sehring says.

Another BBC comedy series, *A Bit of Frye and Laurie* debuts on Bravo in September. Bravo has also done a deal for a minimum of 30 hours of BBC programming—to be culled primarily from the *Masterpiece Theatre* and *Mystery* series over the next two years.

Bravo's BBC lineup could include titles such as *Les Miserables*, Tolstoy classics *Anna Karenina* and *War and Peace*, not previously seen in the U.S., and a treatment of Dostoevsky's *Crime and Punishment*. "All of these titles we're considering are known entities to American audiences that have gotten little or no exposure. These things are almost like lost masterpieces in this country," Sehring says.

"Americanizing the BBC"

Discovery's efforts to "Americanize" programming it takes from the BBC is evident in its plans for *The Best of the BBC*, which debuts later this fall, as part of a three-year deal. Margot Kidder will be the on-air host for the series, consisting of 30 hours of shows the first year, including *America* with Alistair Cooke.

Next up on TDC is a co-production with BBC of 10 half-hours originally aired in the U.K. as *Nature*, to be called *Global Warming* when it begins airing on Discovery this summer, to be followed by a second sequence of shows later this year. TDC will add an American host and some additional reporting to the environmental series, according to Greg Moyer, senior vp of TDC's programming group.

A three-part BBC series titled *A Teacher's Story* also airs later this year as part of TDC's educational service. And Discovery has a verbal agreement with the BBC on another major project, according to Moyer.

Moyer proudly points to the BBC

> **'They've become more aggressive where they weren't before. And they realize they have a lot of quality programming that, properly positioned, can be valuable for cable networks in the U.S.'**
>
> ***Chuck Gingold***

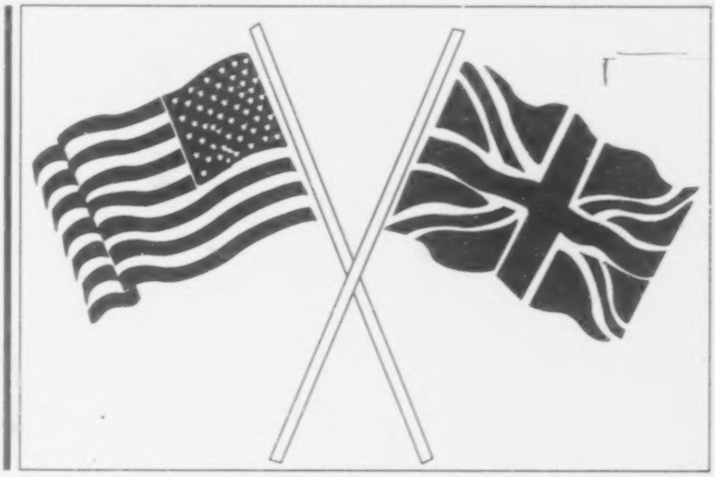
picking up TDC's *Ivory Wars* for its own air as one more sign of Discovery's maturity. Its ability to deal with the BBC in developing is an indication of the economic evolution of basic cable networks in the last several years. "There's a reality about the dollars we were able to spend in our first years on the air," Moyer says. "We just weren't a player in co-productions."

A&E, which remains BBC's biggest co-production partner, sees the BBC trying to take advantage of the worldwide environment in TV programming. "There's no question that there is an explosion in global coproduction and BBC wants to take part in that," says Brooke Johnson, A&E vp of programming.

Playing the program development game these days is typically a high stakes business and it's imperative for the BBC and it co-production partners to maximize their dollars in order to get some things beyond a conceptual stage. "For certain projects, you need partners if you want to get them done," Sarah Frank observes.

She cites the example of *Trials of Life*, a 13-part series on animal behavior being co-produced with Turner Broadcasting for a 1991 debut. The three-year project, being filmed on location all over the world, will bear a price tag of $9 million to $10 million when it's completed, according to Frank. *Green Man*, a dramatization of the Kingsley Amis novel featuring Albert Finney, is another project Frank says could never have been executed without a co-production deal.

In some cases, PBS affiliate stations and cable networks have even become programming partners. Earlier this year, Lifetime aired *Hillary in Hiding*, the story of Hillary Morgan, the young girl whose mother had sought to conceal her whereabouts because of alleged sexual abuse at the hands of her father. After Lifetime repeated the show, a co-production with the BBC, in April, it sold rights to PBS and the special ran as a segment of WGBH's *Frontline* series.



Co-Productions to Double

Whatever variations may occur in the co-production area, Frank foresees the level of activity in coproductions with U.S. partners doubling over the next five years. The balance of BBC co-production activity now is approximately equal between the cable networks and PBS.

The BBC certainly is looking to cultivate as much of the American TV market as it can, including a connection it has only occasionally made in the past: the three major broadcast networks. BBC's programming has never been considered synonymous with commercial TV and apart from a few co-productions with ABC, the big three U.S. broadcast networks have never appeared to be a fruitful field for the BBC to cultivate.

But Jack Masters is determined to change that and he thinks they may be looking to acquire fresh programming to replace the usual spate of summer reruns because of competitive pressure from the cable networks.

"With the broadcast networks, I hope we'll reach a point where we will sell them made-for-TV movies, sitcoms and the occasional miniseries," says Masters, who sees the potential for that during the upcoming TV season.

In the meantime, BBC will continue to work at serving its current American clients in both cable and public broadcasting. "Even though it's a quicker route to cable, it's not always the route we'll take because it's a very important to keep first-run quality programming for all our clients. So we must keep good programming for our PBS syndication pipeline as well," says Lionheart's Delia.

Lionheart looks at every possible variation in marketing product, with an eye toward staggered windows for PBS and cable, for example, to maximize the reach of its product.

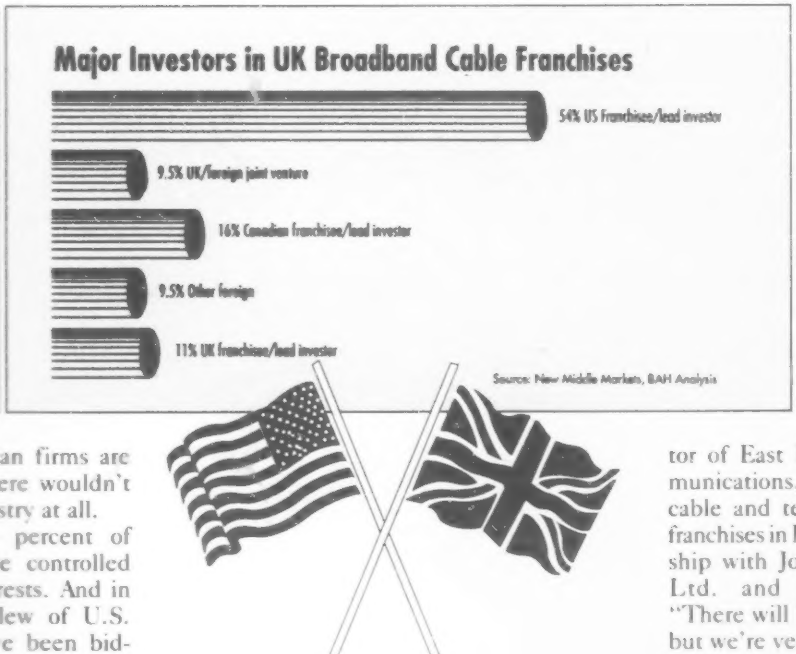
In licensed programming and co-productions, it is the consistency of BBC product that really gives it the reach to play well on both sides of the Atlantic. "Both marketplaces are looking for good stories of quality," Sarah Frank observes.

As the U.S. cable networks work at raising standards of programming, the BBC has become a vital source they will look to with increasing frequency in the future. ■

The Yanks Are Coming!

The U.K.'s hands-off approach to cable ownership has American operators lining up for franchises

By Larry Jaffee



Major Investors in UK Broadband Cable Franchises

Source: New Middle Markets, BAH Analysis

American history usually teaches that if it weren't for the U.S., Great Britain would have lost World War II. When it comes to cable tv in the U.K., even the Brits admit that without North American investment (Canadian firms are big players too), there wouldn't be much of an industry at all.

A whopping 95 percent of U.K. franchises are controlled by non-British interests. And in the past year, a slew of U.S. cable operators have been bidding for—and winning—this latest round of franchises because the British government has recognized that American capital, not to mention its cable management expertise, is the best way to wire its 21 million tv homes.

But will American operators be able to duplicate their success in a country where the public has had only four tv channels and already pays annual taxes of $112 for each color set and $80 for each black and white set in order to support the BBC?

The U.S. players—including well-known names like Comcast, United, Jones, ATC, Telecable, U.S. Cable, Masada, Insight, Falcon and Leonard—maintain the risk is worth taking for several reasons. With their plants at home virtually built out and system acquisition prices apparently headed down from their peak of $3,000 per sub, American operators are looking for new opportunities to grow.

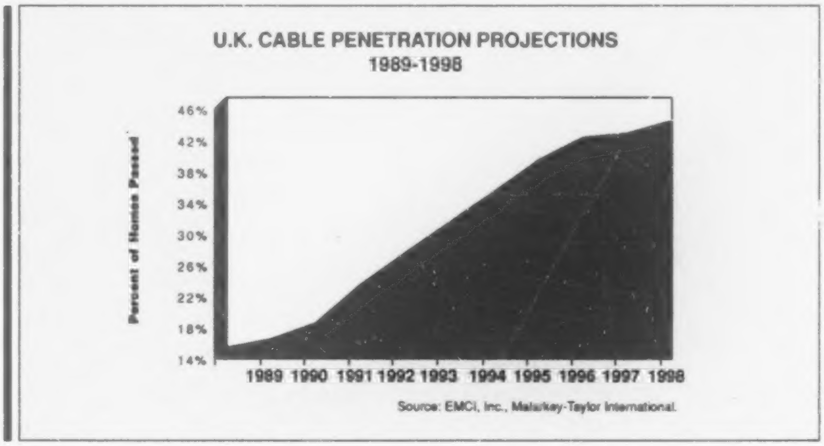
Back To the Good Ol' Days

"There are opportunities to get franchises for large cable systems of 100,000 to 200,000 subscribers. That's something that hasn't happened since the early 1980s," notes Mark Sena, senior vp of Communications Equity Associates, which has provided brokerage services in the market to U.S. and British entities since 1983, when the U.K. first became interested in promoting broadband cable systems.

"It's the most exciting place to be in the cable business," says Gerald Yutkin, managing director of East London Telecommunications, Ltd., which owns cable and telecommunications franchises in London in a partnership with Jones Cable Group, Ltd. and Pacific Telesis. "There will be ups and downs, but we're very optimistic about U.K. opportunities in the future," adds Yutkin, who reports to Jones in the U.S.

"It's fun to be involved," echoes Bruce Godfrey, vp, of investment banking for Daniels & Associates, which has been engineering U.K. deals. "It's like jumping back to the U.S. in the mid-1970s in atmosphere and tone."

Robert Clasen, president of Comcast International, which has invested in systems being constructed in London, Birmingham and Cambridge, admits to "political and cultural differences" in doing business in the U.K. But an overriding commonality is that the prospective subscribers speak English, making


U.K. CABLE PENETRATION PROJECTIONS
1989-1998

Source: EMCI, Inc., Malarkey-Taylor International.

it easier for Comcast to draw on its American experience. "Once we've made the sale, people watch the programming," Clasen says.

The British market hasn't always sparked such excitement. Says Richard Woollam, director of the Cable Television Association, Britain's version of the NCTA, "For the first time in a year, I feel optimistic." He gleefully accepts U.S. participation in his industry, and concedes that there would not be an expanded cable industry in Britain had it not been for the recent American and Canadian investment. (Major Canadian players include Rogers, Videotron, Maclean Hunter, CUC Broadcasting, and Cablecasting.)

Woollam isn't expecting any overnight miracles now that there is capital available. "The U.S. has had 20 years to convince the people that they need multichannel tv," he notes.

Investment Restrictions Eased

Surprisingly, cable technology has existed in Britain since the time it was introduced in the U.S. British research for radio and tv signal distribution by wire first began in 1936, but the war halted progress and the first cable system wasn't installed until 1951. By 1966 more than 1 million households received their tv signals by cable, and by 1972 some 2.3 million did.

But an important distinction between the American and British cable industries is that until 1983, when the government relaxed investment restrictions and encouraged broadband cable, U.K. systems often delivered only one channel and at most four. (Ex-Beatle Ringo Starr invested in one of the first broadband systems, in his hometown of Liverpool.)

A few years ago, the government also for the first time allowed companies to depreciate capital expenses. "Previously we weren't able to take big write-offs," says Clasen, adding

April 1990

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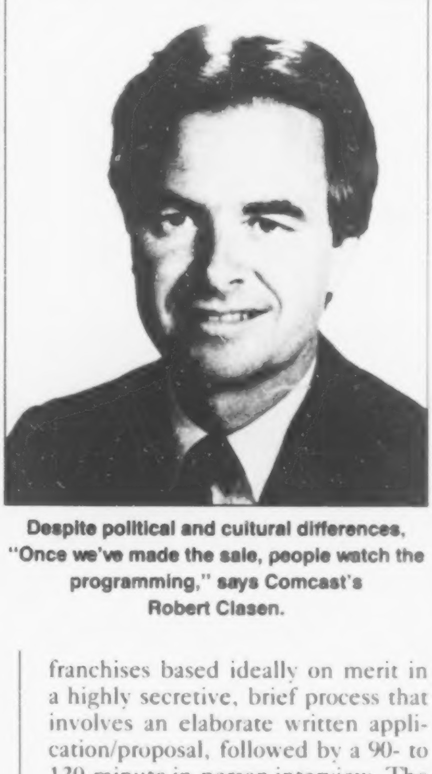
that Comcast was involved in one of the first broadband licenses in 1983 as a 20-percent partner in 10,000-home Ealing. The experience whetted Comcast's appetite, Clasen says, but the industry didn't take off until a year or two ago when market conditions, spurred in part by government reforms encouraging investment, began to change for the better.

By the end of this year, broadband franchises covering two-thirds of the country will already have been granted by the Cable Authority, which awards franchises based ideally on merit in a highly secretive, brief process that involves an elaborate written application/proposal, followed by a 90- to 120-minute in-person interview. The winner is announced several months later without explanation.


Despite political and cultural differences, "Once we've made the sale, people watch the programming," says Comcast's Robert Clasen.

Clasen finds the franchising process refreshing, but some in the business criticize it. The CTA's Woollam equated the process with flipping a coin. "You have to believe in its integrity because there's a disinterested third party deciding," Clasen says. He adds that, "eighty-five percent of the time the decision makes sense."

However, the CTA is being replaced by a new body, the Independent Television Commission, in January.

Laissez-Faire To Continue

In an effort to get all of the U.K. wired quickly, the ITC reportedly plans to award remaining franchises to companies willing to pay the highest amount to the government plus yearly franchise fees based on a percentage of revenue.

Woollam couldn't speculate about how high the price of the cash-bid franchises could go. But he's hopeful the amount will be reasonable. Meanwhile, the CTA is engaged in "delicate negotiations" with the government to insure the new process will be cable-friendly.

But Woollam predicts that only eight or nine franchise areas representing 300,000 households (of the 8 million left) will be hotly pursued in the competitive tender process because the premium areas have already been or shortly will be awarded. (Operators maintain it isn't worth wiring towns with fewer than 20,000 people with coaxial cable and Woollam forecasts these scattered markets most likely will be served by MMDS technology).

The ITC will take back franchises from current holders that haven't started building by year's end. So a tiny window of opportunity still exists in the next two months for American operators to hook up with nationals needing capital to get started. Otherwise, they'll have to chance their luck in the impending bidding wars.

"The Authority knows that there will be some trading going on," says G. Nicholas Mellersh, director of Malarkey-Taylor International, a cable consultant in Britain. "They're concerned with getting those systems built."

Had it not been for North American investors, the British cable industry wouldn't be much different than it was three years ago, Mellersh believes.

Although some other regulatory changes are expected in the broadcasting bill to be acted upon at year's end, franchising will remain in the hands of the federal government and not local authorities. Also not expected to change is Britain's policy that allows foreign investors to establish off-shore concerns and still own the company. It's important to note that the American and Canadian goldrush only began a few years ago when the government relaxed an investment restriction that capped foreign ownership in companies doing business in Britain at 20 percent.

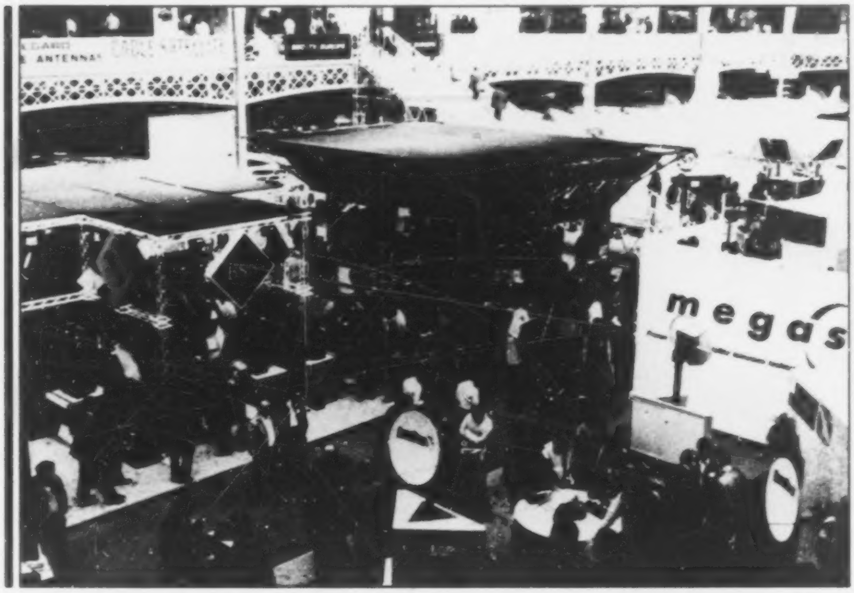
Although Prime Minister Margaret Thatcher's popularity is at an all-time low partly due to her disapproval of the 1992 European Community economic plan, it's unlikely that the Labor Party, should it come into power, dismantle the government's *laissez-faire* approach to cable.

Mellersh believes that if Labor wins, "things would certainly change but I don't think it would be disastrous. They've become much more pragmatic and realize that they can't win with a full-blown socialist platform." No matter which party wins, the country is facing much greater priorities, he notes, adding that "I certainly don't think cable is high on either party's list."

Perfect Timing

Operators rolling the dice in Britain may also benefit from fortuitous timing. Consumers there have been been primed for multichannel possibilities by the year-old Sky Television, a direct broadcast satellite service launched by Rupert Murdoch, and its just-launched competitor, British Satellite Broadcasting.

British operators are telling consumers that cable provides a better value for the pound and significantly more channels, including those offered by Sky and BSB, than the



American vendors doing business on the floor at the Cable Satellite '90 conference in London last month included: Jerrold, Scientific-Atlanta, CNN, MTV, Anixter and Texscan.

DTH (direct-to-home) services. The operators also point out that cable presents a one-time inconvenience to neighborhoods and that individual households don't need an unsightly dish, or two if they want both Sky and BSB.

North American investors have also been encouraged by Britain's 65-70 percent videocassette recorder penetration rate, demonstrating that the British public will pay for home entertainment, such as movies.

The growth opportunities are significant considering that at the beginning of 1990, only 600,000 households were passed by 14 broadband cable franchises serving only 86,000 subscribers. Since last year, Cable Authority has awarded 140 new franchises—many of which are now being built—passing 14 million homes.

Telco-Cable Experiment

With U.K. cable systems being designed and constructed from scratch, American players can take advantage of other revenue opportunities, such as telephony, which they might want to introduce in the U.S. if the British experience goes well.

In Britain, cable-telco crossownership isn't the thorny issue that it is here. In fact, Comcast and Jones have struck partnerships with Bell Operating Companies U.S. West and Pacific Telesis, respectively, to help construct, own and operate systems.

Along with providing video service, many of the franchise holders, such as Jones, are constructing systems that could also offer telephony for both business and residential markets. The country's mammoth telephone company, British Telecom, operates cable systems serving 55,000 of the country's total broadband system subscribers. But BT in February announced that it was divesting its cable holdings to concentrate on its core business.

Although telcos don't represent the enemy in the U.K. the way they do in the U.S., BT itself is mistrusted by U.K. cable operators for its alleged monopolistic practices. The government will review this fall its "duopoly" arrangement, which in 1981 opened up phone service competition to BT by allowing the creation of another company, Mercury Communications.

Mercury has been working with cable companies on developing their networks to offer business and residential telephony. If the duopoly is reinforced, more cable operators may consider providing phone service.

Meanwhile, cash-rich U.S. phone companies like PacTel, U.S. West, Southwestern Bell, NYNEX, as well as Bell Canada, are getting their feet wet in U.K. cable, an experience that could prove valuable should they be allowed into the business back home.

Getting Systems Built

Another magnet to American investors is the fact that much of the housing to be wired in the U.K. is high-density multiple dwelling units. On the other hand, government regulations call for virtually all of the wiring to be underground, a much more expensive proposition than aerial construction.

Also uncertain for American operators is the question of labor: they no doubt will have to import skilled technicians for many jobs. But new systems will create thousands of new positions for Britons in departments like marketing and customer service. As Peter Stremes, a native working as a marketing manager in the United corporate office, points out that although there is little resentment about Yanks managing cable in the U.K., it would be foolish for United to send arrogant Americans and their accents to sell cable door-to-door.

"We need their (Americans') expertise to get the thing going," Stremes says. "No one has done it before."

Stremes adds that there are some differences in approach to marketing cable in the U.K. For example, a cable company couldn't use doorhangers for marketing. "The police would say we're endangering people's lives by telling burglars that people aren't home. It would be a P.R. disaster."

The biggest challenge is to educate consumers about cable. "Thirty channels is beyond the comprehension of the average person," Stremes says. As a result, marketing materials and direct mail tend to be informative in nature, while door-to-door sales forces push individual channels.

Generally, the pricing structure is similar to the basic-plus-premium model that is all but universal in the U.S. At United's newbuild South London system, standard (basic service) costs £11.95 ($19.12) and includes CNN, MTV and sports channels, while premium movie and ethnic channels cost£ 5.95 or£ 7.95 a la carte. A dual combination of Sky Movies and Sky News costs£ 12.95 ($20.72).

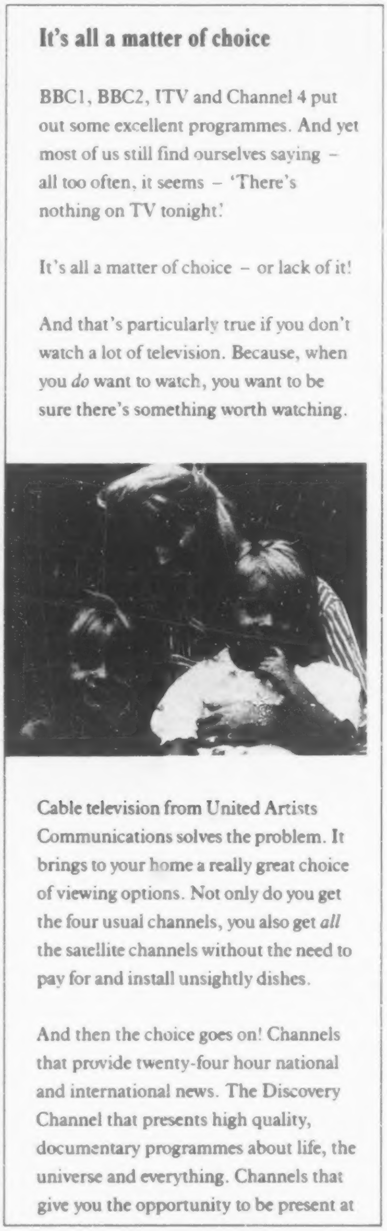
DBS—Friend and Competitor

Although they compete directly with cable, the U.K.'s budding direct-to-home channels, Sky and BSB, have also proven to be excellent selling tools for cable, according to Stremes.

Comcast's Clasen agrees: "Sky and BSB have helped tremendously. I don't see them as competition." From a consumer point of view, cable clearly has advantages over direct-to-home, Clasen says, "but we're working cooperatively to help build the DTH business. That's nine great channels." (Comcast has also capitalized on the VCR's popularity by promoting cable programming on a 10-minute videotape).

Sky and BSB started their businesses with the intention of delivering their programming directly to consumers, but acceptance has been slow. A Sky spokesperson admits the company is losing about£ 2 million (about $3.2 million) a week. Consumers haven't jumped at the chance to buy dish-and-receiver systems for $500-$1,000, and also pay $16 per month for movie channels. Sky subsequently altered its business plan to rent the systems for a weekly fee of about $8.

Meanwhile cable systems, hungry for programming, distribute Sky's nine channels and BSB's five in affiliate arrangements similar to U.S. programmer/operator relationships. Systems pay Sky 15 pence (24 cents) per sub for each basic channel, and split revenues from the sale of premium movie services. Half of Sky's 1.1 million subscribers are distributed via cable systems.



It's all a matter of choice

BBC1, BBC2, ITV and Channel 4 put out some excellent programmes. And yet most of us still find ourselves saying – all too often, it seems – 'There's nothing on TV tonight.'

It's all a matter of choice – or lack of it!

And that's particularly true if you don't watch a lot of television. Because, when you *do* want to watch, you want to be sure there's something worth watching.

Cable television from United Artists Communications solves the problem. It brings to your home a really great choice of viewing options. Not only do you get the four usual channels, you also get *all* the satellite channels without the need to pay for and install unsightly dishes.

And then the choice goes on! Channels that provide twenty-four hour national and international news. The Discovery Channel that presents high quality, documentary programmes about life, the universe and everything. Channels that give you the opportunity to be present at

In promotional materials, United is targeting young families to be ideal cable subscribers.

"Cable has done well, but they would have a terrible problem without us," says Fiona Waters, a Sky spokeperson.

For the time being, the Sky and BSB programming is very valuable, but British operators anticipate the startups of cable-exclusive channels. In fact, a consortium of American MSOs-in-Britain is already developing them. "It's the vertical integration concept that works so great in the U.S.," says Clasen.

European versions of CNN, MTV, Bravo and Discovery are already offered by some British operators, and are paving the way for other American cable programmers.

U.K. Banks Not Enthusiastic

North American banks experienced at financing cable ventures in the U.S., such as Bank of Boston and Toronto Dominion, are warming up to backing British deals as well, especially since the prospect of reregulation and a tightening of credit markets has slowed deal making in the U.S.

The banks' "initial interest" has lately turned into "keen interest," reports Jones' Yutkin. That's good news to Jones, which could spend as much as $1 billion constructing two systems passing 384,000 homes plus six franchises passing 630,000 homes the company is building with PacTel.

British banks don't share the North Americans' enthusiasm for cable, primarily because they are accustomed to investing on an asset basis. Because cable lending is typcially done on a cashflow basis, there is virtually no U.K. equity in the industry. "They really don't understand it," says CEA's Sena, who predicts that within the next 12-18 months, when penetrations have begun to rise, the City of London's financial community, "will realize what the business is all about."

Malarkey-Taylor's Mellersh points out that the British investment community "has missed the boat (on

> 'Daniels has had little problem finding investors for U.K. cable systems'
>
> *— Bruce Godfrey*

cable). They've had five years."

Some American financial players like Goldman Sachs and Prudential Bache have been awarded franchises in which they have taken lead equity positions themselves.

Since 1983, CEA has arranged financing for numerous cable deals in Scotland, Wales, England, Northern Ireland and Ireland. It has also helped Americans go to the U.K. to learn about the market and has paired them with local franchise holders in need of capital. In addition to providing brokerage services, CEA also provides investment banking for raising equity and debt.

Paine Webber has been CEA's biggest competitor for those kinds of services, but Daniels & Associates recently has become very active in the market, Sena notes.

Different Entry Strategies

As in the U.S., the new U.K. cable operations come in all flavors. Some of those under construction incorporate provisions for telephone service and are state-of-the-art switched fiber builds, while others are of the plain vanilla coaxial sort designed only to provide video.

The latter is the case with two rural franchises awarded to Leonard Communications on the southern coast of England, in Dorset and Thanet, passing 95,000 homes.

The systems, for which Daniels is raising $16 million in equity, will offer 25-30 channels and turn on their first subscribers in the fall. By the end of the first year, 20 percent of the franchise areas should be built, and by the fifth year, Daniels projects a subscriber penetration of 40 percent of homes passed.

Once subscribers are on board and cashflow is established, "we'll borrow more money to finish construction," says Daniels' Godfrey. A handful of cable-savvy institutional and individual limited partners who have invested in cable operations in the U.S. are backing the Leonard venture. For most of them, this marks the first time they've risked capital in the U.K. or Europe. Three U.K. banking institutions are also investing, but Godfrey declined to identify them.

Daniels has had little problem finding investors. "Plus or minus 5 percentage points on the rate of return— or even 10 points—has no influence on the decision to invest," Godfrey says. "Conceptually, they believe it will or it won't. I don't see people changing their mind very often."

Godfrey declines to reveal how much principal Roger Leonard is putting up himself, but admits the entrepreneur is providing "a significant piece of equity going in and carried interest on the backend."

Because most other American investors have gone after franchises in Britain's largest cities, "Leonard has had its pick of the smaller markets," explains Godfrey. "Roger (Leonard) wanted to bite off a deal of size and scope that could be managed effectively."

Insight Communications will soon close on its acquisition of the Glasgow, Scotland system, which is 50 percent built, from a partnership led by British publishing mogul Robert Maxwell. CEA represents the seller, in a transaction Sena calls "the most difficult ever" because of the differing interests of the three main partners and shareholders who have to be bought out.

Insight, which last fall put its 10 U.S. systems up for sale to help finance the U.K. move, decided to jump right into an already operating British system and not get bogged down by the franchising process.

In contrast, Comcast has sought to become partners with local entities that need financial help and management expertise but already have obtained franchises. For example, last month the company received permission to invest in as well as help build and develop the cable/telephone system in Birmingham, England's second largest city. The franchise encompasses approximately 460,000 homes and 40,000 businesses.

Comcast will invest $30-$40 million in equity over the next two years in three projects (Birmingham, London and Cambridge) representing 1 million homes, according to Clasen.

"We need Americans' expertise to get the thing going. No one has done it before," says United's Peter Stremos.

Opportunities for Locals

British entrepreneurs like Danny Thomas, who owns a construction company and a cable franchise he is building with American cable pioneer George Linderman, agrees that without the Yanks, there wouldn't be a British cable industry. "That's an absolute fact," maintains Thomas, who points out that during April's Cable Satellite Europe conference, he shook hands with not one British client. "They're all American," he says, citing as an example the fiber splicing he's doing for Anixter, one of a number of

U.S.-based hardware suppliers doing business in the U.K.

Other American vendors exhibiting at the conference included Jerrold, Scientific-Atlanta, C-Cor, Texscan Instruments, Toner Cable and Times Fiber Communications.

Dean DeBiase, president of Anixter International, which has served the U.K. market since the 1960s, says British franchise holders have been very receptive to introducing fiber optics in newbuilds. Anixter has also been promoting its ability to design fiber systems, he says, "as opposed to just pushing products."

Every product Anixter and other suppliers handle must be customized for the British market and tested differently because of a different signal standard (PAL instead of NTSC), as well as a different power supply and labelling stickers.

30% Penetration Predicted

Manchester, the U.K.'s third largest city with 900,000 homes, is presently the object of desire by a handful of vying American players. In addition to a few local bidders, Time Warner (ATC); Masada/PacTel; Telecable; and US Cable/NYNEX have been interviewed by the CA, which must announce the winners in all outstanding franchises by the end of July.

Five different franchise areas within Manchester and Greater Manchester have been advertised, but it's unclear whether each bidder will end up with a piece or most of the area will go to one or two of the parties. Woollam notes that London originally was awarded to several different companies, but, as with many U.S. cities, some of the winners ultimately were bought out by stronger operators.

The competition underway in Manchester represents a far cry from two years ago when advertised franchises could attract as few as a single applicant.

With the influx of new construction, Malarkey-Taylor projects that the current cable penetration of approximately 15 percent of homes passed will rise to approximately 30 percent by 1993 and 43 percent by 1998.

Britain is the most exciting place to be in the cable b usiness today, according to Jones' Gerald Yutkin.

Samuel Book, director of MT's research division, says those projections make no assumptions about how effective operators' marketing will be. But several factors—programming improvements and the market's very high density except in rural areas—suggest that once U.K. cable hits 30 percent penetration of homes passed it will be a profitable business.

"The government welcomes overseas investment, and is keen to see broadband cable prosper," sums up Eric Forth, the Parliamentary Under Secretary for Industry and Commerce. The official sees the government's role as creating more choice and providing a flexible framework to allow the business to prosper. "The acid test," he adds, however, "will come when the cable operators try to convert their promises into action." ■

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QUARTERLY EARNINGS CHART

Dollar amount in thousands

Company (Quarter/Fiscal Year)	Revenues	%Change	Operating Profit	%Change	Net Income	%Change
ATC (1st/90)	$ 266,447	12.6	$ 70,570	16.9	$ 26,802	23.5
C-Cor Electronics **(3rd/90)**	**18,310**	**21.6**	**N.A.**	**N.A.**	**1,666**	**30.6**
General Instrument (4th/90)	351,202	6.3	36,020	15.7	21,462	3.8
Jones Intercable Investors **(4th/89)**	**8,225**	**13.3**	**3,014**	**5.2**	**- 3,157**	**- 10.7**
RMS International (4th/89)	2,781	- 1.81	N.A.	N.A.	- 667	21.4
TCA Cable **(1st/90)**	**26,965**	**32.1**	**6,731**	**18.7**	**851**	**- 70.4**

whose sale price was kept confidential. State engaged **Daniels & Associates** to help complete matters.

- After one sale attempt went sour, **QVC Network** has finally made good on a pledge to divest its **C.O.M.B.** mail-order business unit. **Fingerhut**, the popular catalog merchant, will pay QVC $3.5 million in cash for C.O.M.B.'s assets, including inventories, tradename rights and customer records. The division's retail store chain, covering a number of Midwest locations, was not included in the deal. QVC had planned to turn those assets over to **Damark International**, but the agreement was terminated last month because several conditions were not met. C.O.M.B. fell in QVC's hands when the home shopping channel acquired rival **CVN** last October. CVN was created as a C.O.M.B. division four years ago, in association with **TCI**.

- **InterMedia Partners** picked up 18,000 subscribers residing in Gainesville and Hall County, GA after buying two systems from **UA Entertainment**. Terms of the transaction were not disclosed. InterMedia will operate the systems under its Melanie Cable Partners limited partnership.

- **Continental Cablevision** picked up another system in its home state by acquiring **Colonial Cablevision** of Revere, MA, which has 13,250 subscribers. Two months earlier, Colonial sold its Milford, MA system to Continental, involving about 6,850 households. The combined transaction went for more than $3,000 per sub at a total price of $60-62 million. **Communications Equity Associates** handled the sale for Colonial.

- **Warner Cable** is selling its systems in Bulan, Manchester and Williamsburg, KY. Together, the systems serve some 9,500 subscribers. Warner picked **Daniels & Associates** as sale representative.

- **Friendship Cable** will put its Balch Springs, Royce City and Terrell, TX systems up for sale. About 8,000 homes are covered by the three properties. ■

April 1990

This announcement appears as a matter of record only.

$114,000,000

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DATABASE

Announced Services

Satellite-fed services	Expected launch
American Western Network	2nd Quarter 1990
American Trial Network	4th Quarter 1990
The Asia Network	2nd Quarter 1990
Career Channel Network	11/90
Career TV Network	10/90
The Chiller Channel	4th Quarter 1990
Cowboy TV Network	11/90
Digital Cable Radio	2nd Quarter 1990
Digital Radio Channel	6/90
DMX/Digital Music Express (formerly CD/18: The Digital Music Network)	4th Quarter 1990
The Food Channel	1991-92
The Gaming Network	9/90
The Global Channel	2nd Quarter 1990
Global Village Network	1991
The How-To Channel	1st Quarter 1991
In Court	9/90
International Channel	7/90
Maximum Entertainment Network	3/91
Music Image Channel	11/90
The Sci-Fi Channel	12/90
The Syndex Channel	1990
Talk Television	1990

Non satellite-fed services	Expected launch
ACTV	4th Quarter 1990
Main Street	1991

Pay-Per-View Services Profile

	LAUNCH	DELIVERY	ENCRYPTION	PROGRAMMING	SYSTEMS	ADDRESSABLE SUBSCRIBERS
Cable Video Store	April 1, 1986	Galaxy III, tr.5	VideoCipher II	Movies, how-to's, special events.	150	1,100,000
Drive-In Cinema (Graff PPV)	July 1, 1989	Spacenet II tr.1	VideoCipher II	Action/comedy/horror films.	10	500,000
Playboy At Night	September 1, 1987	Satcom IV, tr.24	VideoCipher II	Original Playboy programs and adult motion pictures.	100	3,000,000
Rendezvous (Graff PPV)	July 1, 1989	Spacenet II, tr.2	VideoCipher II	Adult entertainment movies & specials.	20	1,100,000
Request Television	November 27, 1985	R-1: Satcom III-R, tr.19 R-2: Satcom III-R, tr.24	VideoCipher II	Two channels offering movies and special events	368	6,100,000
Tuxxedo Network	December 1, 1987	Galaxy II, tr. 10	VideoCipher II	Adult movies and special events.	28	1,000,000
Viewer's Choice	November 26, 1985	VC-1: Galaxy III, tr. 21, VC-2: Galaxy III, tr. 16	VideoCipher II	Two channels of movies and special events	300	6,300,000

TV Household Profile

	ADULTS IN TV HOUSEHOLDS	%	MEN IN TV HOMES	%	WOMEN IN TV HOMES	%
TOTAL U.S. POPULATION	180,974,000	100	86,307,000	100	94,667,000	100
BASIC CABLE	97,144,000	53.7	47,034,000	54.5	50,110,000	52.9
PAY CABLE	52,866,000	29.2	26,711,000	30.9	26,155,000	27.6

MEDIAN AGE	TOTAL	MEN	WOMEN
ALL HOMES	40.8	39.9	41.7
BASIC CABLE	40.4	39.8	41.0
PAY CABLE	37.7	37.5	37.9

MEDIAN HOUSEHOLD INCOME	TOTAL	MEN	WOMEN
ALL HOMES	$31,717	$33,829	$29,538
BASIC CABLE	36,372	38,746	33,790
PAY CABLE	40,111	41,534	38,579

Source: Mediamark Research; estimates as of 1/90

Top 100 MSO's

Rank	Multiple system operator	Basic subs	
1.	Tele-Communications Inc.	6,902,535	(5/90)
2.	American Television & Communications Corp.	4,300,000	(12/89)
3.	UA Entertainment	2,592,000	(2/90)
4.	Continental Cablevision	2,525,000	(1/90)
5.	Warner Cable Communications	1,750,000	(3/90)
6.	Cox Cable Communications	1,555,213	(1/90)
7.	Comcast	1,535,000	(1/90)
8.	Storer Cable Communications	1,530,000	(1/90)
9.	Cablevision Systems	1,474,680	(3/90)
10.	Jones Intercable/Spacelink	1,428,846	(4/90)
11.	Newhouse Broadcasting	1,200,000	(11/89)
(13) 12.	Times Mirror Cable TV	1,082,000	(2/90)
(14) 13.	Cablevision Industries	1,044,396	(3/90)
(12) 14.	Heritage Communications	1,042,345	(3/90)
15.	Viacom Cable	1,016,000	(2/90)
16.	Sammons Communications	873,590	(1/90)
17.	Century Communications	825,000	(2/90)
18.	Adelphia Communications	817,000	(3/90)
19.	Paragon Communications	764,734	(1/90)
20.	Falcon Cable TV	700,000	(10/89)
21.	Cooke Cablevision	591,032	(12/89)
22.	Telecable	584,552	(1/90)
(24) 23.	Scripps-Howard	540,000	(1/90)
(23) 24.	KBLCOM	530,732	(3/90)
25.	Multivision Cable TV	499,491	(1/90)
26.	Tele-Media	475,163	(9/89)
27.	Prime Cable	468,822	(1/90)
28.	Lenfest Group	457,886	(3/90)
29.	Maclean Hunter Cable TV	437,500	(1/90)
30.	Post-Newsweek Cable	413,213	(1/90)
31.	Cencom Cable	410,000	(11/89)
32.	TCA Group	405,000	(1/90)
33.	Multimedia Cablevision	328,902	(1/90)
34.	Colony Communications	327,924	(1/90)
35.	Simmons Communications	315,000	(12/89)
36.	Rifkin & Associates	312,700	(1/90)
37.	TKR Cable	293,212	(2/90)
38.	Western Communications	287,800	(1/90)
39.	Triax Communications	279,612	(1/90)
(41) 40.	Hauser Communications	248,100	(4/90)
(40) 41.	Star Cablevision Group	240,096	(8/89)
42.	Service Electric Cable TV Inc.	220,000	(1/90)
43.	Greater Media	205,000	(9/89)
44.	King Videocable	193,413	(1/90)
(49) 45.	Insight Communications	192,500	(4/90)
(45) 46.	Columbia International	191,000	(3/90)
(46) 47.	Sutton Capital	189,179	(9/89)
(47) 48.	Harron Communications	187,000	(4/90)
(48) 49.	Media General	181,785	(1/90)
50.	C-Tec Cable Systems	180,311	(3/90)
51.	U.S. Cable Corp.	172,500	(1/90)
52.	Palmer Communications	166,059	(1/90)
53.	Armstrong Utilities	153,902	(1/90)
54.	Northland Communications	141,398	(11/89)
55.	Summit Communications	141,000	(10/89)
56.	Bresnan Communications	129,780	(1/90)
57.	Booth Communications	125,437	(1/90)
58.	McDonald Group	125,000	(1/90)
(67) 59.	Chambers Communications	118,100	(5/90)
(59) 60.	Susquehanna Broadcasting	117,109	(1/90)
(60) 61.	United Video Management	117,000	(1/90)
(61) 62.	Pencor Services	108,564	(1/90)
(62) 63.	Sonic Communications	97,837	(12/89)
(63) 64.	Midcontinent Cable Systems Co.	95,550	(6/89)
(64) 65.	WEHCO Video	95,666	(1/90)
(65) 66.	First Carolina Communications	94,253	(1/90)
(66) 67.	Gilbert Media	93,000	(1/90)
68.	Coaxial Communications	83,300	(5/89)
69.	Barden Cablevision	79,783	(1/90)
70.	InterMedia Parnters	78,000	(3/90)
71.	James Cable Partners	76,756	(1/90)
72.	Mission Cable	74,223	(1/90)
73.	Douglas Communications	72,400	(1/90)
74.	Leonard Communications	66,000	(2/90)
75.	Fanch Communications	65,000	(1/90)
76.	Cardinal Comunications	61,287	(1/90)
77.	Omega Communications	60,000	(8/89)
78.	Helicon Corp.	60,000	(1/90)
79.	Telesat Cablevision Inc.	57,235	(6/89)
80.	Galaxy Cablevision	56,489	(2/90)
(82) 81.	Prestige Cable TV Inc.	52,774	(1/90)
(83) 82.	New England Cablevision	52,409	(1/90)
(84) 83.	Masada Corp.	52,000	(2/90)
(85) 84.	Star Cable Associates	51,875	(2/90)
(86) 85.	Rock Associates	49,053	(1/90)
(87) 86.	Donrey Media Group	49,040	(12/89)
(88) 87.	Cable America Corp.	48,130	(3/90)
(89) 88.	Republic Communications Corp.	47,000	(1/90)
(97) 89.	Raystay Co.	45,241	(3/90)
90.	Amzak Cable	45,125	(3/90)
91.	360 Corp.	45,000	(5/89)
92.	CableSouth Inc.	43,420	(10/89)
93.	Cable Holdings Inc.	43,135	(10/89)
94.	Vista Communications	41,962	(1/90)
95.	Eastern Connecticut Cable TV	41,820	(6/89)
(new) 96.	National Cable Ltd.	41,300	(4/90)
97.	C4 Media	41,275	(7/89)
98.	Acton Corp.	40,400	(3/89)
99.	Schurz Communications	40,078	(8/89)
100.	Benchmark Communications	38,000	(1/90)

( ) Rank last listing

Subscriber counts are provided by MSOs and systems to Cable Vision. Figures will be updated quarterly unless information is provided by MSOs or systems. Send updates to Cable Stats, 345 Park Avenue So., 9th Floor, New York, NY 10010.

Top 100 Systems

Rank	Location	Operator	Basic subs	
1.	Long Island, NY	Cablevision Systems	523,502	(3/90)
2.	Orlando/Central Complex, FL	ATC	420,000	(1/90)
3.	San Diego, CA	Cox Cable	310,740	(3/90)
4.	Phoenix, AZ	Times Mirror	287,240	(2/90)
5.	Manhattan, NY	ATC	245,000	(5/90)
6.	Puget Sound, WA	Viacom	234,200	(1/90)
7.	San Antonio, TX	KBLCOM	223,789	(3/90)
8.	East Orange, Nj	Maclean Hunter	217,000	(3/90)
9.	Honolulu, HI	ATC	209,000	(1/90)
10.	Brooklyn/Queens, NY	ATC/Warner	200,000	(5/90)
11.	Houston, TX	Warner	183,000	(3/90)
12.	Chicago Suburbs, IL	Continental	181,537	(9/89)
13.	Wayne, NJ	UA Entertainment	180,746	(3/90)
14.	Atlanta, GA	Prime Cable	176,711	(4/90)
15.	Rochester, NY	ATC	174,000	(1/90)
16.	Cherry Hill, NJ	Garden State Cable	172,799	(4/90)
17.	Cincinnati, OH	Warner	171,860	(4/90)
18.	Hampton Roads, VA	Cox Cable	170,206	(3/90)
19.	Louisville/Jeff. Co., KY	Storer Communications	170,000	(8/89)
20.	Chicago, IL	TCI	169,608	(3/90)
21.	Cleveland, OH	Cablevision Systems	168,773	(2/90)
22.	Fairfax, VA	Media General	164,519	(6/89)
23.	Connecticut Complex	Cablevision Systems	163,084	(2/90)
24.	Hartford/Plainville/Vernon, CT	UA Entertainment	161,075	(3/90)
25.	Montgomery County, MD/ Arlington, VA	Hauser	159,500	(4/90)
26.	Kansas City, MO	ATC	159,000	(1/90)
27.	Jacksonville, FL	Continental Cablevision	154,600	(5/89)
28.	Baltimore County, MD	Comcast	151,000	(4/90)
29.	Manhattan, NY	Paragon	150,885	(4/90)
30.	San Jose/Campbell, CA	Heritage	149,197	(3/90)
31.	Denver (suburbs), CO	UA Entertainment	148,167	(3/90)
32.	Memphis/W. Memphis, TN	ATC	147,000	(1/90)
33.	Tulsa, OK	UA Entertainment	145,738	(3/90)
34.	Charlotte, NC	ATC	145,000	(1/90)
35	San Francisco, CA	Viacom	141,600	(1/90)
36.	Pompano, FL	Continental	140,084	(9/89)
37.	Buffalo, NY	Adelphia Communications	139,515	(8/89)
38.	San Diego, CA	ATC	135,300	(11/89)
39.	St. Louis, MO	Cencom	135,230	(8/89)
40.	Las Vegas, NV	Prime Cable	132,878	(4/90)
41.	Seattle, WA	TCI	131,315	(3/90)
42.	Austin, TX	ATC	128,000	(1/90)
43.	Chicago Suburbs, IL	Jones	126,000	(2/90)
44.	Warren, NJ	TKR	124,000	(2/90)
45.	Tacoma, WA	Viacom	120,700	(1/90)
46.	Raleigh/Durham, NC	ATC	120,000	(1/90)
47.	Wilmington, DE	Heritage	116,666	(3/90)
48.	San Diego County, CA	Times Mirror	115,884	(2/90)
49.	Southeast Michigan	Comcast	115,006	(4/90)
50.	Pinellas County, FL	Newhouse	114,000	(6/89)
51.	Grand Rapids, MI	UA Entertainment	113,119	(3/90)
52.	Hillsborough/Tampa, FL	Paragon	112,103	(1/90)
53.	Indianapolis, IN	Comcast	112,000	(4/90)
54.	Orange County, LA	Times Mirror	111,506	(2/90)
55.	Toledo, OH	Blade Communications	110,785	(5/89)
56.	Dallas, TX	TCI	110,000	(3/90)
57.	Jefferson Parish/Kenner, LA	Cox Cable	107,639	(3/90)
58.	Boston/Brookline, MA	Cablevision Systems	106,346	(2/90)
59.	San Juan, PR	Multivision Cable	106,046	(6/89)
60.	Nashville, TN	Viacom	105,400	(1/90)
61.	Chicago, IL	Group W	104,000	(3/90)
62.	Richmond, VA	Continental	102,121	(10/89)
63.	Jackson, MS	ATC	101,000	(1/90)
64.	Pittsburgh, PA	TCI	99,187	(3/90)
65.	Columbus, OH	Warner	98,000	(3/90)
66.	Monmouth, NJ	Sutton Capital	97,579	(9/89)
67.	Greensboro, NC	ATC	97,000	(1/90)
68.	Reading, PA	ATC	96,000	(1/90)
69.	St. Petersburg, FL	Paragon	95,412	(2/89)
70.	Naples, FL	Palmer	94,450	(6/89)
71.	Worcester Complex, MA	Greater Media	94,897	(9/89)
72.	Portland, OR	KBLCOM	91,743	(3/90)
73.	Fresno, CA	Continental	91,253	(4/90)
74.	Albuquerque, NM	Jones Intercable	91,205	(12/89)
75.	Dade/Broward County, FL	Storer	90,000	(8/89)
76.	Wichita, KS	Multimedia	88,732	(9/89)
77.	Independence,MO	Jones	88,628	(8/89)
78.	Minneapolis/St. Paul suburbs, MN	Hauser	88,600	(4/90)
79.	Houston Suburbs, TX	Prime Cable	88,388	(4/90)
80.	Fayetteville, NC	ATC	87,000	(1/90)
81.	Milwaukee, WI	Warner	87,000	(3/90)
82.	South Bend, IN	Heritage	87,000	(3/90)
83.	Tucson, AZ	Cooke	86,976	(8/89)
84.	Akron, OH	Warner	86,000	(9/89)
85.	Toms River, NJ	Adelphia	85,826	(2/90)
86.	Baton Rouge, LA	UA Entertainment	85,476	(3/90)
87.	Harrisburg, PA	Sammons	85,200	(8/89)
88.	Orange County, CA	KBLCOM	85,182	(3/90)
89.	Dover/Morristown, NJ	Sammons	84,640	(8/89)
90.	Medford, MA	Warner	83,000	(3/90)
91.	W. San Fernando Valley, CA	CV Industries	82,967	(2/90)
92.	Buffalo, NY	TCI	82,629	(3/90)
93.	New Orleans, LA	Cox Cable	81,721	(3/90)
94.	Oklahoma City, OK	Cox Cable	81,404	(3/90)
95.	Lincoln, RI	Heritage	80,949	(3/90)
96.	Providence/Warwick, RI	Times Mirror	80,523	(2/90)
97.	Harlington, TX	Heritage	79,794	(3/90)
98.	Columbia, SC	CV Industries	78,818	(2/90)
99.	Baltimore, MD	UA Entertainment	78,164	(3/90)
100.	Omaha, NE	Cox Cable	78,120	(3/90)

Rate controls would dent, not cripple, cable profits; 45% predict reregulation

By Kathy Haley

Half the cable industry believes a return to rate regulation would hurt profitability, but not substantially. And 84 percent of operators surveyed by The Cable Poll™ also believe rate controls would figure into any reregulation of their industry likely to be enacted in the near future.

According to The Cable Poll™, nearly half of the cable industry (45 percent) expects Congress to reregulate its business by the end of this year. Slightly fewer (41 percent) predict reregulation won't occur in 1990. As it turns out, the latter group will probably prove to be right. More pressing issues facing the House and Senate have postponed the Congressional timetable for reregulating cable, so that legislation is now more likely to occur sometime next year.

Number

5

in a series of eight

Only 13 percent of the 396 system managers surveyed by Cable Poll™ predict that cable reregulation will not include rate controls. This opinion held true, generally, at small, medium and large systems: 18 percent of operators at systems serving fewer than 10,000 subs believe rate controls will not return; 7 percent of those at systems with between 10,000 and 50,000 subs agree and 13 percent of those at systems serving more than 50,000 subs also concur.

Operators are less in agreement on the issue of whether rate controls should be handled at the local, state or federal level. Forty-nine percent of the respondents want rate regulation put in the hands of federal lawmakers. Nearly one-third (29 percent) desire rates controlled at the local level and 18 percent say they would prefer state regulation. Generally, smaller operators are more open to the idea of local regulation, while larger operators vastly prefer national controls.

While 41 percent of operators at systems with fewer than 10,000 subs say they'd prefer national rate regulation (if they have to be regulated at all), 37 percent of the same group would opt for local control. Twenty percent of the smaller operators would prefer state regulation. At systems serving between 10,000 and 50,000 subs, 60 percent of respondents want rates controlled federally; 23 percent want local control and 15 percent want state control.

Operators serving more than 50,000 subs overwhelmingly prefer federal rate control, with 75 percent of respondents choosing that option and none choosing local control. Seventeen percent of the larger operators prefer state control.

Medium-sized operators appear to fear the impact rate controls would have on their bottom lines slightly more than do small or large operators. Sixty percent of medium-sized ops say controls would hurt profitability, but not a lot, while 44 percent of small operators and 56 percent of large operators agree. Fifteen percent of the medium-sized operators feel rate controls would have a "major negative impact on profits." Concurring with them are 12 percent of smaller operators and 13 percent of the largest operators.

More than one-third (36 percent) of small operators maintain rate controls would "not hurt" their systems' profits. Twenty percent of medium-sized operators and 22 percent of large operators agree.

Does you believe that new regulations will include rate control?

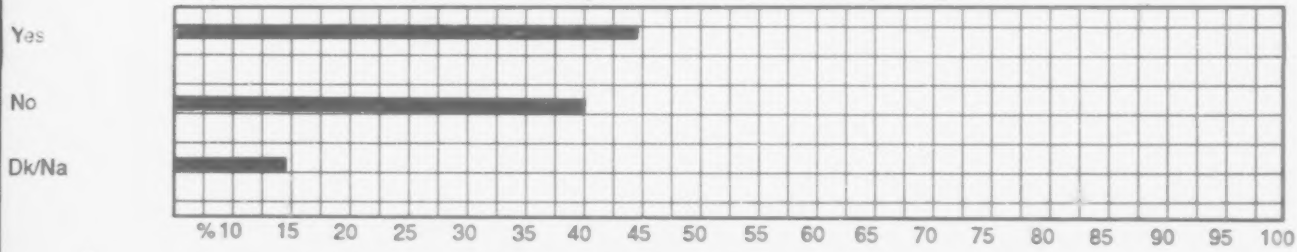
	Total	Less 10K	10K -50K	Over 50K
Total	178	95	59	15
Yes	84%	80%	90%	80%
No	13%	18%	7%	13%
Don't Know	3%	2%	3%	7%

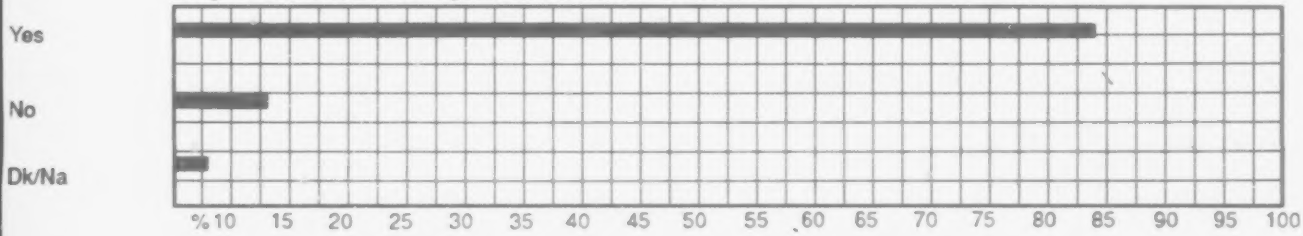
If Congress does enact regulations with rate controls, which of the following do you believe will apply tc your system?

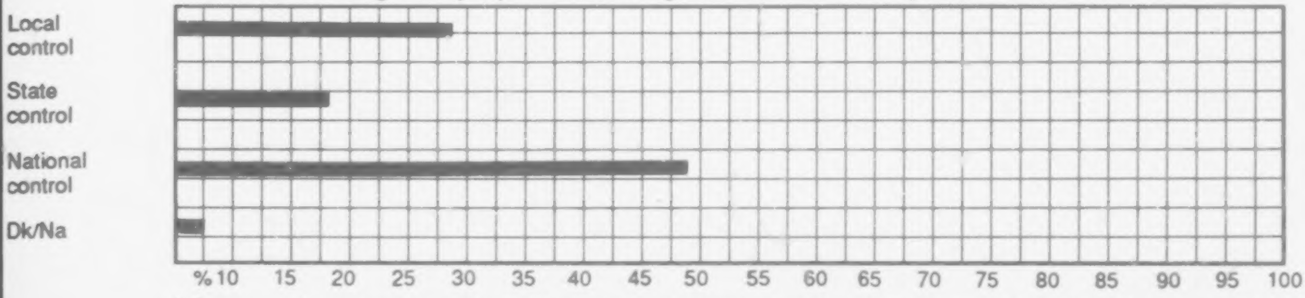
	Total	Less 10K	10K -50K	Over 50K
Total	396	203	137	32
Yes	14%	12%	15%	13%
No	50%	44%	60%	56%
Don't Know	20%	36%	20%	22%

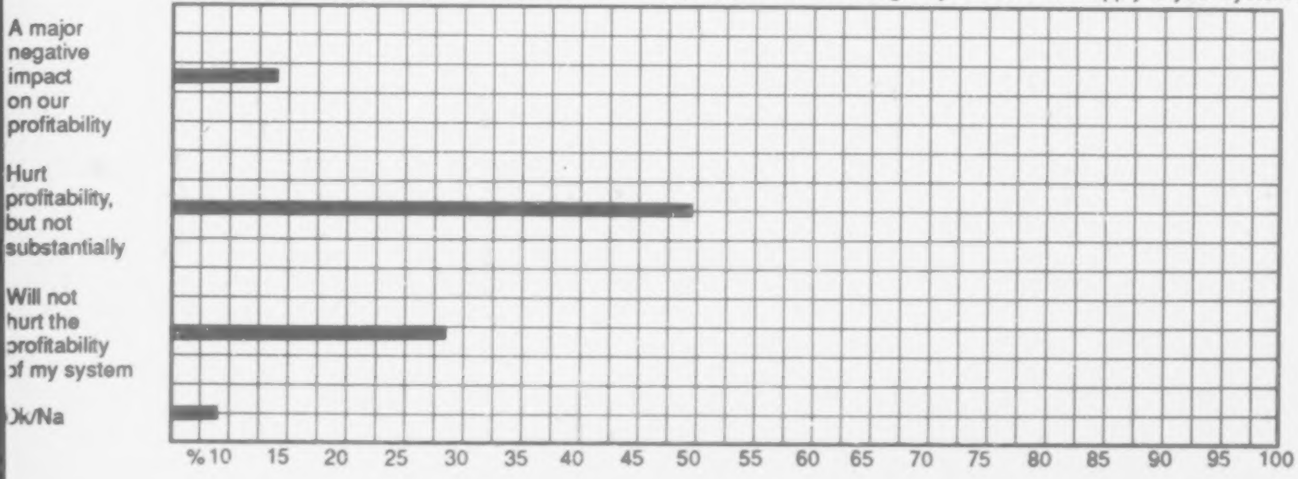
HOW THE POLL WAS CONDUCTED: The Cable Poll™ is conducted for Midwest CATV and *CableVision* magazine by Ryan/Samples Research Inc. Telephone interviews for this edition of the poll were conducted Feb. 1-15 with a random sample of 396 system management personnel obtained from CableFile Research. Cable Poll™ researchers are 95 percent confident that the results are an accurate reflection of the total industry within plus or minus 5 percentage points.

Adding up your answers:


Do you believe that Congress will enact regulations for the cable industry during 1990?


Do you believe that those regulations will include rate control?


Which of the following would you prefer for assuring rate controls are in compliance?


If Congress does enact regulations with rate controls, which of the following do you believe will apply to your system?

CableVision

INFORMATION AND ANALYSIS FOR CABLE TELEVISION MANAGEMENT

JUNE 4, 1990

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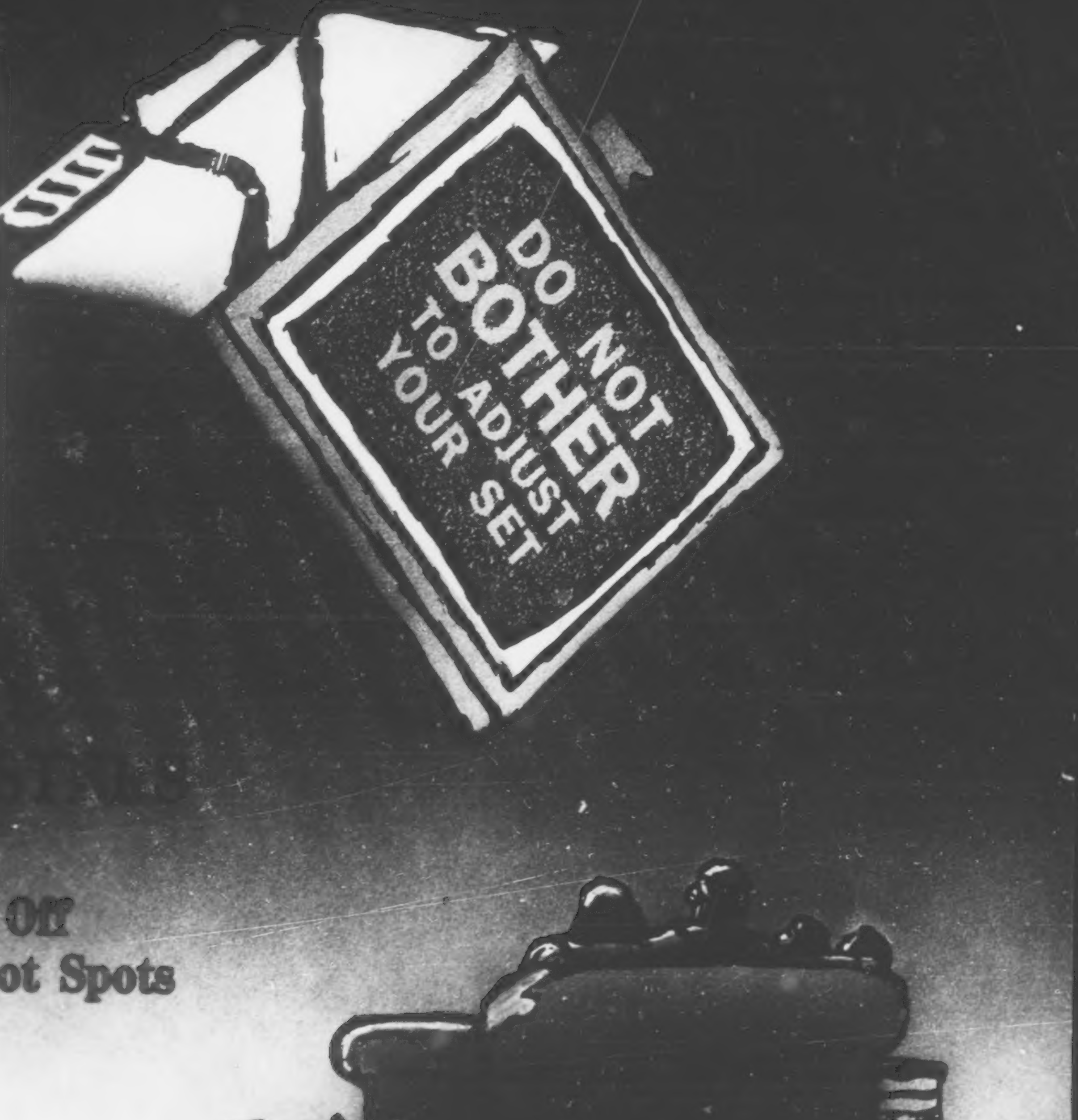
DO NOT BOTHER TO ADJUST YOUR SET

Cooling Off Local Hot Spots

CableVision

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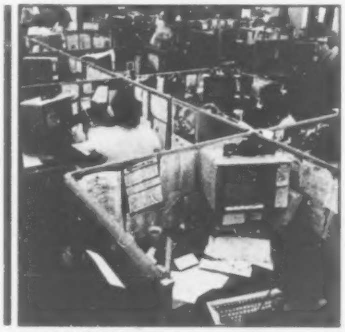

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SPECIAL NOTICE

***CableVision*'s New York staff is now based at 825 7th Ave., New York, NY 10019. The new phone number is (212) 887-8400; call (212) 887-8585 to fax notices.**

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The CABLE POLL

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Enhanced customer service makes headway in some areas of system operation, but not in others

Improving customer service is a critical priority for cable operators. Local systems' commitment to that priority shows up clearly in some of their operations, but less so in others.

A quarter of systems, for example, according to our February survey of 396 system managers, haven't stopped charging converter rental fees to subscribers with cable ready sets. Another 29 percent either still charge for VCR hookups or haven't begun offering a VCR hookup guide book to their customers. Perhaps most interestingly, larger systems appear to be adopting some of these subscriber-friendly practices more slowly than are small and medium-sized ones.

The poll also found that 43 percent of local operators have replaced signal scrambling with traps, while 51 percent have not. Medium-sized systems, serving between 10,000 and 50,000 subscribers, have embraced this technology more quickly than small (fewer than 10,000 subs) and large systems (more than 50,000 subs). Forty-six percent of medium-sized systems have replaced scrambling with traps, while 42 percent of small ones and 38 percent of the largest ones have.

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Second-set connection charges have been eliminated by only 17 percent of local systems. They are still in effect at 82 percent of systems. Among large systems, only 6 percent have eliminated second-set connection charges, while 17 percent of small systems and 14 percent of medium-sized systems have done so.

While three-quarters of small systems have stopped charging converter rental fees for people with cable ready sets, only 59 percent of large systems have done so. Sixty-eight percent of medium-sized systems have eliminated those fees.

A similar pattern holds true with VCR hookups. Seventy percent of small systems have stopped charging for VCR hookups or begun offering a VCR hookup guide. Only 53 percent of large systems and 65 percent of medium-sized systems have done so.

Large systems are ahead of the pack in introducing lifeline services, with 22 percent having done so at the time of our poll. Among medium-sized systems, 18 percent have added a lifeline tier, while 12 percent of small systems have. In total, 15 percent have added lifeline services while 81 percent have not.

Larger operators are more familiar with off-premise technology than are small and medium-sized systems. Among larger systems, 22 percent report they are "very familiar" with the new technology, while 12 percent of medium-sized and 10 percent of small systems are very familiar.

But while many operators still don't understand off-premise technology, nearly 80 percent are at least "somewhat interested" in implementing it at their systems. Among large systems, 36 percent say they are "very interested" in switching to off-premise technology. Another 41 percent say they are "somewhat interested" in doing so.

Systems uninterested in off-premise technology cite expense as their main objection, with 60 percent of small systems saying it is too expensive. Agreeing with them are 47 percent of mid-sized systems and 20 percent of large systems. ■

Has your system eliminated the charge for a second set connection?

	Total	Less 10K	10K -50K	Over 50K
Total	396	203	137	32
Yes	66	34	19	2
No	326	167	117	29
Don't Know	4	2	1	1

Has your system introduced lifeline services?

	Total	Less 10K	10K -50K	Over 50K
Total	396	203	137	32
Yes	60	25	24	7
No	319	171	107	23
Don't Know	17	7	6	2

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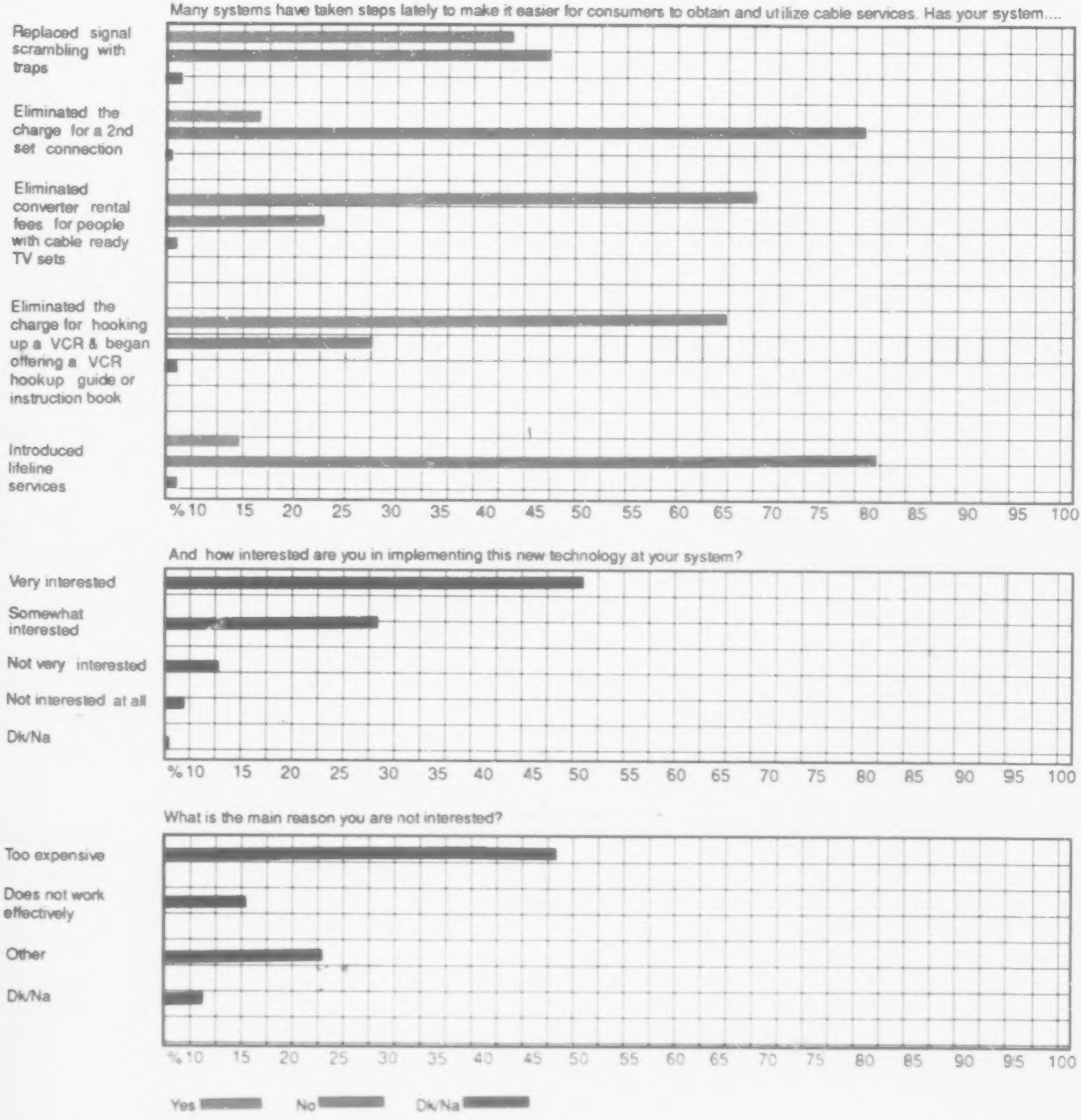


Many systems have taken steps lately to make it easier for consumers to obtain and utilize cable services. Has your system....

And how interested are you in implementing this new technology at your system?

What is the main reason you are not interested?

DATABASE

Subscriber Count

Satellite national services

Basic services

	Affiliates	Subscribers
ACTS Satellite Network	450	9,200,000
Alternate View Network	300	4,500,000
American Movie Classics	2,100	26,000,000
Arts & Entertainment Network (A&E)	5,800	46,500,000
Black Entertainment Television	2,150	26,000,000
Bravo	400	4,000,000
CNBC	950	14,800,000
Cable News Network	12,590	55,097,000
Channel America	3	67,529
C-SPAN	3,800	49,700,000
C-SPAN II	750	20,700,000
The Comedy Channel	500	6,000,000
Country Music Television	1,878	10,544,117
The Discovery Channel	7,535	50,367,000
E! Entertainment TV	500	14,000,000
ESPN	21,500*	56,084,000
Eternal Word Television Network	650	14,100,000
The Family Channel	8,774	49,598,000
Family Guide Network	60	5,000,000
FamilyNet	356	4,031,155
Financial News Network	3,550	33,000,000
FNN Sports	2,000	23,000,000
Galavision/Eco	310	2,500,000
HA! TV	229	5,000,000
Headline News	4,671	41,000,000
Home Shopping Network	1,500	17,000,000
Home Shopping Network II	400	7,000,000
The Inspirational Network	814	6,800,000
International Television Network	25	7,868,900
J.C. Penney TV Shopping Channel	900	13,000,000
KTVT	481	3,600,000
The Learning Channel	1,228	19,200,000
Lifetime	4,700	49,094,000
Mind Extension University	188	8,000,000
Mizlou Sports News Network	N.A.	5,000,000
MTV	6,220	51,545,000
The Nashville Network	9,376	50,328,000
National College Television	500	5,600,000
Nick At Nite	3,725	46,500,000
Nickelodeon	7,100	51,529,000
The Nostalgia Channel	430	8,540,000
Prevue Guide	610	15,243,208
Prime Network (new)**	1	85,000
QVC Network	3,000	35,000,000
RFD TV	30	2,182,190
Silent Network	209	14,600,000
SportsChannel America	35	2,320,000
TBS Superstation	13,351	54,556,000
Telemundo***	8	110,000
TNT	5,068	43,700,000
The Travel Channel	570	15,000,000
Trinity Broadcasting Network	903	12,800,000
Univision***	533	509,500
USA Network	10,100	52,824,000
VH-1	3,505	35,300,000
Vision Interfaith Satellite Network	417	7,500,000
The Weather Channel	4,000	44,274,000
WGN-TV	12,248	31,000,000
WPIX-TV	723	10,000,000
WSBK-TV	150	2,000,000
WWOR-TV	3,013	13,013,000

Pay services

Cinemax	5,200	6,400,000
The Disney Channel	6,100	5,003,000
Home Box Office	8,500	17,300,000
The Movie Channel	3,250	3,000,000
Showtime	6,000	7,300,000

Audio services

AEI Lifestyle	142	2,578,838
AEI StarTracks Vocal Hits	26	854,390
C-SPAN Audio Network	8	548,100
C-SPAN Audio Network II	4	440,700
Cable Radio Network	65	2,311,692
Galatic Radio	165	4,500,000
KKJZ Super Jazz	20	249,804
Moody Bible Institute	63	1,058,368
Satellite Radio Network	237	483,000
Tempo Sound	125	1,250,000
WFMT Chicago	170	1,453,861

Text services

AP News Cable	185	2,500,000
AP Business Plus	54	1,400,000
AP News Plus	75	2,100,000
Cable SportsTracker	40	1,175,870
EPG	127	4,513,707
EPG Jr.	376	420,381
Reuters NewsView	127	2,437,000
Story Vision Network****	40	2,100,000

Computer services

DBC/MarketWatch	462	N.A.
Electric Toy Box	600	N.A.
X*Press Executive	545	30,000
X*Press X*Change	545	N.A.

Cross-channel promotion services

NuStar	351	10,097,742
Prime Time Tonight	400	7,200,000

Non satellite-fed national services

Basic services

	Affiliates	Subscribers
Consumer Classified Ad Network	3	195,000
Fuji Network	3	12,000
Vector Consumer Shopping Guide	9	325,000

Pay services

Nippon Golden Network	5	13,600

Interactive services

Basic services

	Affiliates	Subscribers
Video Jukebox Network	55	5,000,000

Regional services

Basic services

	Affiliates	Subscribers
Arizona Sports Programming Network	N.A.	308,000
Atlanta Interfaith	3	225,000
Bay Area Religious Channel	6	113,000
Cable TV Network of New Jersey	34	1,500,000
The Ecumenical Channel	9	170,000
Florida Tourism Channel	20	754,000
KBL Entertainment Network	67	1,200,000
Life Newsvision	35	50,000
Madison Square Garden Network	172	3,600,000
Meadows Racing Network	17	700,000
News 12 Long Island	4	601,000
Midwest Sports Channel	90	275,000
Niagara Frontier Sports Network	13	800,000
Northwest Cable Sports Network	3	700,000
Pacific Sports Network	N.A.	1,000,000
Pennarama	28	750,000
Prime Sports Network	108	675,000
Prime Sports Network (Midwest/new)	N.A.	N.A.
Prime Sports Network (Northwest)	65	1,300,000
Prime Sports Network (Rocky Mountain/new)	N.A.	7,000,000
Prime Sports Network (Upper Midwest/new)	N.A.	N.A.
Prime Sports Network (Utah)	26	290,000
Prime Ticket	163	3,800,000
SportsChannel (Bay Area/new)	N.A.	N.A.
SportsChannel (Chicago)	70	1,600,000
SportsChannel (Cincinnati/new)	2	70,000,000
SportsChannel (Ohio)	11	610,000
SportsChannel (Philadelphia)	37	850,000
Sunshine Network	200	2,800,000

Pay services

Home Sports Entertainment	475	2,200,000
Home Team Sports	180	1,500,000
New England Sports Network	171	320,000
Prism	87	470,000
Pro-Am Sports	212	625,000
SportsChannel (Florida)	54	950,000
SportsChannel (Los Angeles)	76	125,000
SportsChannel (New England)	164	1,200,000
SportsChannel (New York)	115	1,300,000

Note: Figures for affiliate/subscriber counts will be updated quarterly unless information is provided by the service. Send information to: CableVision, Cable Stats, 825 7th Avenue, New York, NY 10019.

N.A. denotes information not available. *Includes MMDS and SMATV systems. **Count represents standalone affiliates/subscribers; portions are carried on various regional sports networks. ***Spanish-speaking households. **** Formerly Genesis Storytime.

DATABASE

Cable Network Ad Performance

March 1990 billings	March 1989 billings	Year-to-year dollar change	Year-to-year percent change
$98,482,367	$86,465,809	$12,016,558	12.2%

1st Quarter 1990 billings	1st Quarter 1989 billings	Year-to-year dollar change	Year-to-year percent change
$255,538,338	$216,116,628	$39,421,710	15.4%

Top 10 cable net sponsors/March 1990

1.	Time Warner	$4,669,607	6.	General Mills	$2,079,296
2.	Proctor & Gamble	4,428,875	7.	Sears	1,723,357
3.	Philip Morris	3,313,789	8.	General Motors	1,601,801
4.	Anheuser-Busch	2,268,214	9.	Pepsico	1,532,139
5.	RJR Nabisco	2,096,634	10.	Mars Inc.	1,453,040

Top 10 cable net sponsors/1st Quarter 1990

1.	Time Warner	$14,732,344	6.	RJR Nabisco	$6,527,846
2.	Proctor & Gamble	11,812,323	7.	Anheuser-Busch	6,035,300
3.	General Mills	7,349,360	8.	Sears	4,087,680
4.	General Motors	6,989,542	9.	Mars Inc.	3,350,155
5.	Philip Morris	6,736,417	10.	AT & T	2,922,420

Source: Broadcast Advertising Reports data; figures represent combined billings of CNN, ESPN, Family Channel, MTV, USA and TBS Superstation

	1st Quarter 1990 billings	1st Quarter 1989 billings	Year-to-year dollar change	Year-to-year percent change
CNN	$34,011,105	$30,495,779	$ 3,515,326	10.3%
ESPN	63,580,798	42,426,808	21,153,890	33.2%
FAMILY	26,022,370	22,699,833	3,322,537	12.7%
MTV	25,217,741	25,320,101	- 102,360	- .4%
TBS	57,873,406	59,518,384	- 1,644,978	- 2.7%
USA	48,832,918	35,655,623	13,177,295	26.9%

Source: Broadcast Advertising Reports data

Subscriber Universe Estimates

	Total TV households	Cable TV households	Homes passed	Cable percent of TV households
A.C. Nielsen	92,100,000	53,238,990	N.A.	57.8%
Arbitron	91,770,000	51,812,000	N.A.	56.5%
Paul Kagan Associates	90,800,000	49,800,000	N.A.	54.8%

Subscriber numbers as of 3/90
Nielsen figures include Alaska & Hawaii

CableVision

INFORMATION AND ANALYSIS FOR CABLE TELEVISION MANAGEMENT

JUNE 18, 1990

WHAT HAPPENED TO TUXXEDO?

SIGNAL COMPRESSION: DOES CABLE NEED IT?

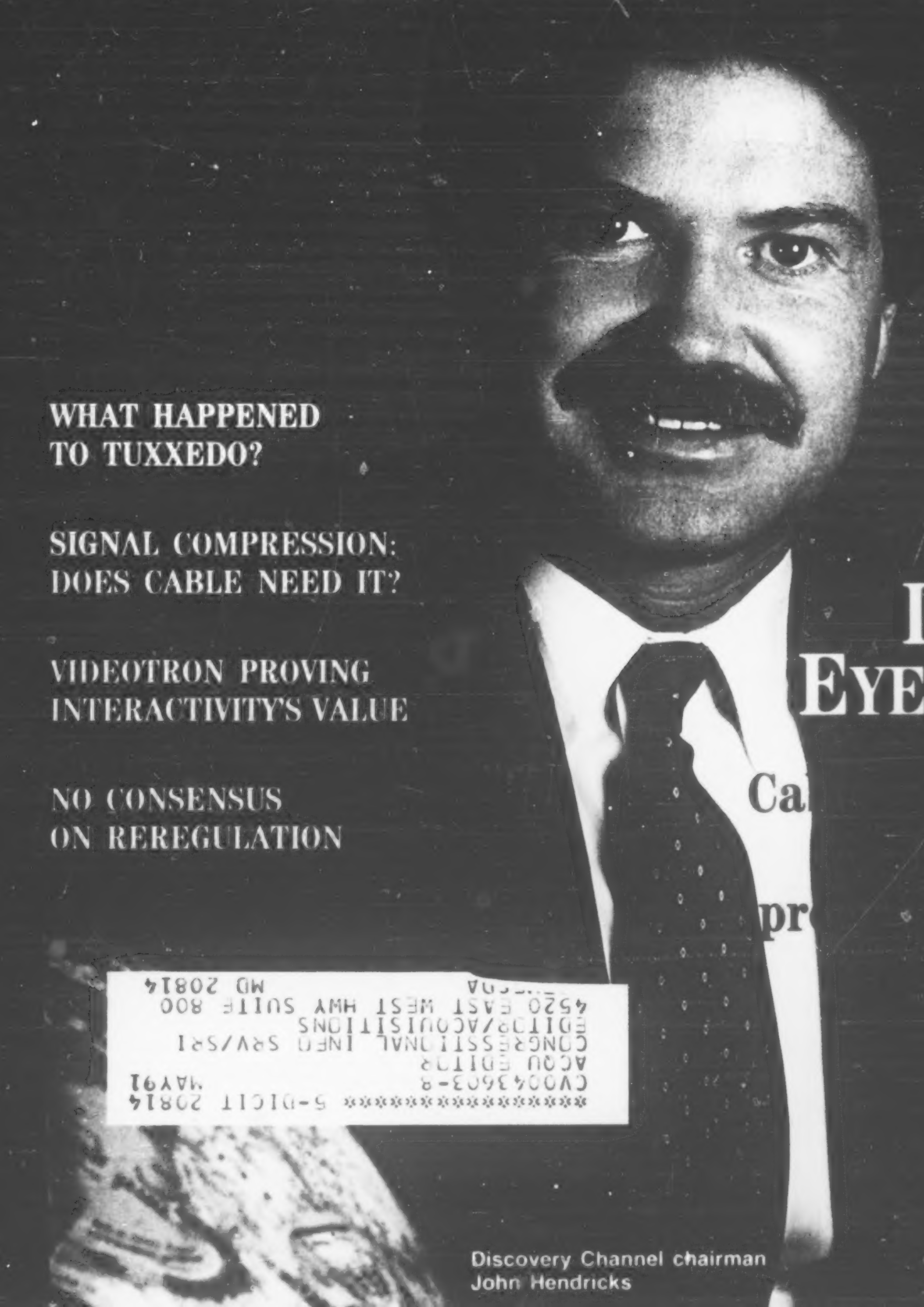
VIDEOTRON PROVING INTERACTIVITY'S VALUE

NO CONSENSUS ON REREGULATION

DISCOVERY EYES EMPIRE

Ca

pr



Discovery Channel chairman
John Hendricks

CableVision

INFORMATION AND ANALYSIS FOR CABLE TELEVISION MANAGEMENT

JUNE 18, 1990

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ABP BPA

The CABLE POLL — DATABASE

™Midwest CATV • CED • CableVision

Operators avoid marketing, financial headaches associated with re-imposition of syndex rules

By Chuck Moozakis

The Jan. 1 re-imposition of syndicated exclusivity rules hasn't appeared to have landed the knockout punch once feared—either operationally or financially. According to our February survey of 396 general managers, only 13 percent said they had to drop signals to remain in compliance with blackout rules. More important, 62 percent said they didn't spend a single penny to meet the standards.

The February results are slightly below those posted by a similar survey conducted in August 1989, four months before implementation of the rules. In that poll, 16 percent of those responding said they anticipated having to drop at least one station; 9 percent said they had already dropped at least one signal that would have been subject to blackout restrictions.

Number

7

in a series of eight

Moreover, the February survey found that the majority—58 percent—dropped only one signal; 23 percent of systems dropped two; 6 percent three and 8 percent eliminated four or more stations. Of the signals removed, 38 percent were regional superstations; 50 percent, regional independents and 37 percent, network affiliates.

Whether or not a signal was dropped reflected a system's subscriber size, according to the poll. Of systems with more than 50,000 subscribers, 38 percent dropped at least one signal; in comparison, only 7 percent of systems with fewer than 10,000 subs found it necessary to cut carriage.

Likewise, larger systems on average found it necessary to cut more than one signal; with 13 percent responding that they cut four or more stations from their lineup.

Even as operators reacted to syndex, most reported that their relationship with area broadcasters had not suffered, with 88 percent characterizing their association as good or excellent. Almost a quarter reported that their dealings with local broadcasters had actually improved over the months syndex was put into effect; 66 percent termed their relationship unchanged and only 6 percent said professional interactions had worsened.

The amount of money spent by general managers to meet the new syndex standards apparently put only a small dent in MSO pocketbooks. While 62 percent spent nothing, 22 percent spent less than $25,000 to purchase equipment required to black out signals. Only 2 percent spent more than $25,000 and 1 percent earmarked more than $50,000 for proper hardware.

Here, too, larger systems had to spend more than their smaller counterparts, with 38 percent of those serving more than 50,000 households having to spend up to $25,000; 9 percent spending more than $25,000 and 6 percent kicking in more than $50,000 to purchase syndex equipment.

At the same time, though, operators said they were satisfied with the type of equipment available to help them meet the standards. More than nine out of 10 responding to the survey said they couldn't think of a single syndex-related product they needed that wasn't currently on the market. ■

Adding up your answers:

How much did your system have to spend to comply with syndex regulation?

	Total	Less 10K	10K -50K	Over 50K
Total	396	203	137	32
Nothing	245	141	76	12
Up to $25,000	86	30	40	12
Between $25,000 and $50,000	9	3	3	3
Over $50,000	3	0	1	2
Don't know	53	29	17	3

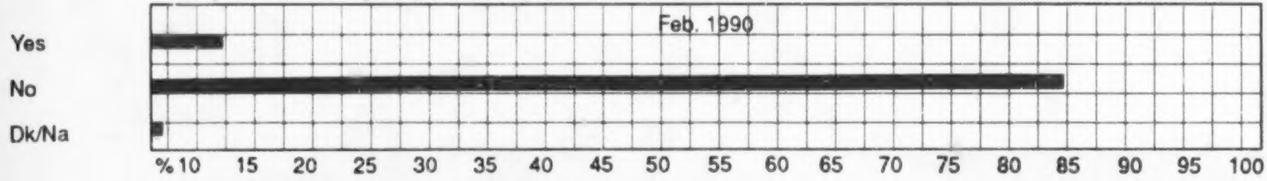
Due to the new syndication exclusivity rules which took effect Jan. 1, did your system drop any signals that were subject to blackouts?

	Total	Less 10K	10K -50K	Over 50K
Total	396	203	137	32
Yes	52	15	23	12
No	338	185	113	19
Don't know	6	3	1	1

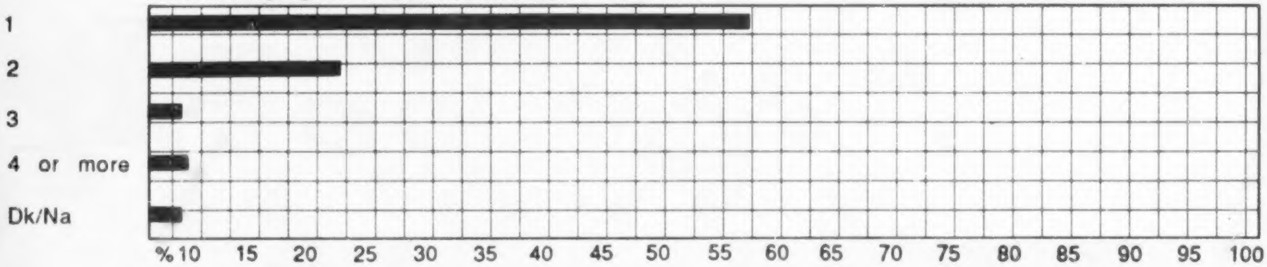
HOW THE POLL WAS CONDUCTED: The Cable Poll™ is conducted for Midwest CATV and *CableVision* magazine by Ryan Samples Research Inc. Telephone interviews for this edition of the poll were conducted Feb. 1-15 with a random sample of 396 system management personnel obtained from CableFile Research. Cable Poll™ researchers are 95 percent confident that the results are an accurate reflection of the total industry within plus or minus 5 percentage points.

DATABASE

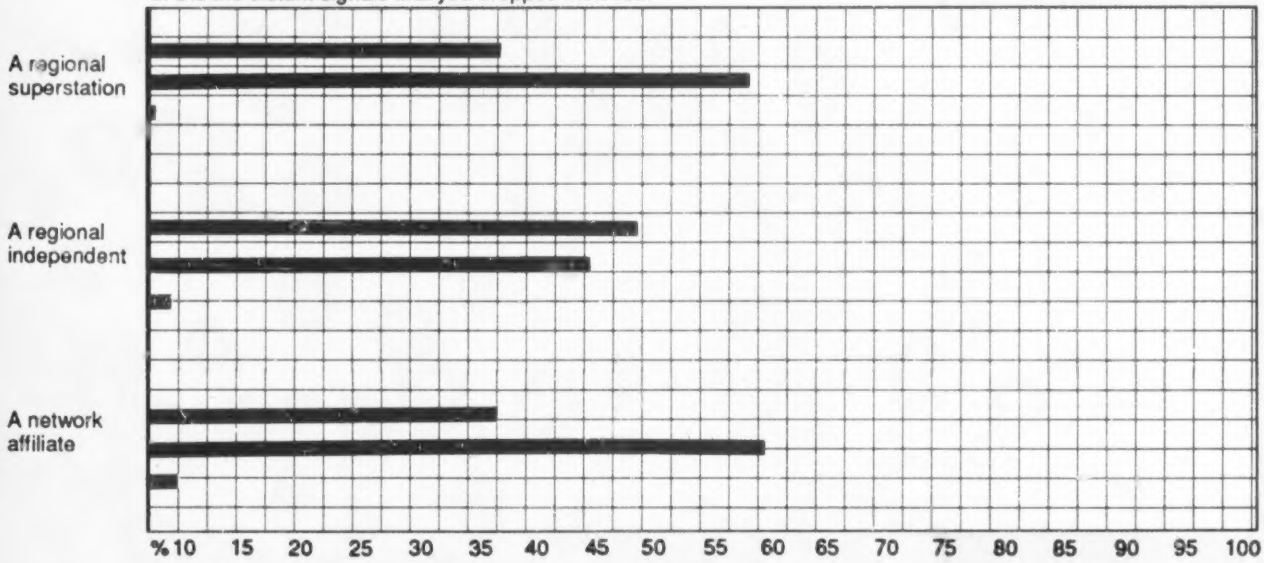
1. Did you drop any signals subject to blackouts after new syndex rules were implemented Jan. 1?



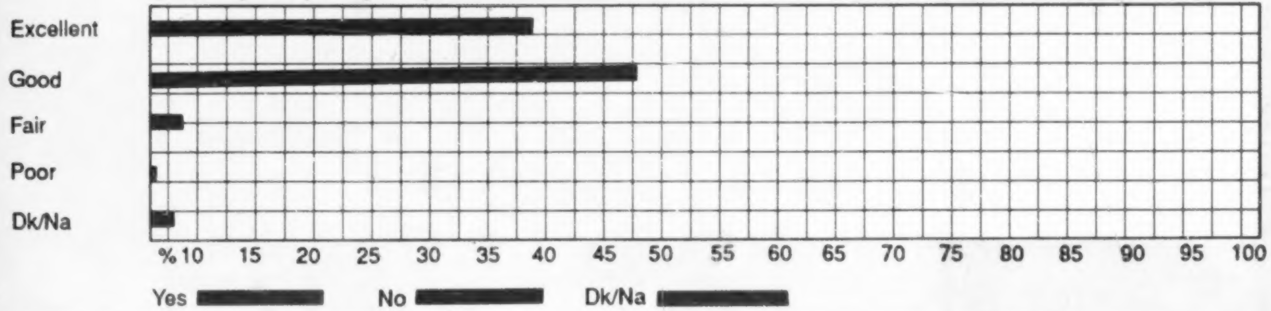
2. How many signals did your system drop?



3. Did the distant signals that you dropped include...



4. Would you say that your system's relations with the broadcasters in your area are excellent, good, fair, or poor?



Top 100 MSO's

Rank	Multiple system operator	Basic subs	
1.	Tele-Communications Inc.	7,014,350	(6/90)
2.	American Television & Communications Corp.	4,300,000	(12/89)
3.	UA Entertainment	2,640,000	(5/90)
4.	Continental Cablevision	2,595,000	(5/90)
5.	Warner Cable Communications	1,751,000	(5/90)
6.	Cox Cable Communications	1,562,548	(5/90)
(8) 7.	Storer Cable Communications	1,550,000	(5/90)
(7) 8.	Comcast	1,535,000	(1/90)
9.	Cablevision Systems	1,492,417	(4/90)
10.	Jones Intercable/Spacelink	1,454,714	(4/90)
11.	Newhouse Broadcasting	1,212,523	(5/90)
12.	Times Mirror Cable TV	1,096,369	(5/90)
13.	Cablevision Industries	1,044,396	(3/90)
14.	Heritage Communications	1,042,345	(3/90)
15.	Viacom Cable	1,018,200	(5/90)
(18) 16.	Adelphia Communications	982,000	(5/90)
(16) 17.	Sammons Communications	886,051	(5/90)
(17) 18.	Century Communications	850,000	(5/90)
(20) 19.	Falcon Cable TV	802,600	(5/90)
(19) 20.	Paragon Communications	790,000	(5/90)
(22) 21.	Telecable	599,357	(5/90)
(23) 22.	Scripps-Howard	560,000	(5/90)
(24) 23.	KBLCOM	530,732	(3/90)
(29) 24.	Maclean Hunter Cable TV	510,000	(5/90)
25.	MultiVision Cable TV	510,000	(5/90)
(27) 26.	Prime Cable	504,767	(5/90)
(26) 27.	Tele-Media	490,571	(5/90)
28.	Lenfest Group	457,886	(3/90)
(32) 29.	TCA Group	437,000	(5/90)
(31) 30.	Cencom Cable	425,000	(5/90)
(30) 31.	Post-Newsweek Cable	417,929	(5/90)
(21) 32.	Cooke Cablevision	352,715	(5/90)
(34) 33.	Colony Communications	337,396	(5/90)
(33) 34.	Multimedia Cablevision	334,000	(5/90)
35.	Simmons Communications	321,777	(5/90)
36.	Rifkin & Associates	312,700	(1/90)
37.	TKR Cable	294,861	(5/90)
38.	Western Communications	293,056	(5/90)
39.	Triax Communications	287,608	(5/90)
40.	Hauser Communications	248,100	(4/90)
41.	Star Cablevision Group	229,954	(5/90)
42.	Service Electric Cable TV Inc.	220,000	(1/90)
43.	Greater Media	211,000	(5/90)
44.	King Videocable	199,200	(5/90)
45.	Insight Communications	192,500	(4/90)
46.	Columbia International	191,000	(3/90)
(48) 47.	Harron Communications	187,000	(4/90)
(49) 48.	Media General	184,983	(5/90)
(52) 49.	Palmer Communications	182,167	(5/90)
50.	C-Tec Cable Systems	180,311	(3/90)
51.	U.S. Cable Corp.	175,000	(5/90)
(47) 52.	Sutton Capital	170,000	(5/90)
53.	Armstrong Utilities	156,732	(5/90)
(55) 54.	Summit Communications	146,080	(5/90)
(new) 55.	Blade Communications	139,000	(4/90)
(54) 56.	Northland Communications	134,870	(5/90)
(56) 57.	Bresnan Communications	133,921	(5/90)
(57) 58.	Booth Communications	129,008	(5/90)
(58) 59.	McDonald Group	125,000	(1/90)
(61) 60.	United Video Management	123,597	(5/90)
(60) 61.	Susquehanna Broadcasting	118,526	(5/90)
62.	Pencor Services	113,314	(5/90)
(67) 63.	Gilbert Media	102,000	(5/90)
(69) 64.	Sonic Communications	101,400	(5/90)
(64) 65.	Midcontinent Cable Systems Co.	99,518	(5/90)
(65) 66.	WEHCO Video	97,681	(5/90)
(66) 67.	First Carolina Communications	96,615	(5/90)
(69) 68.	Barden Cablevision	91,483	(5/90)
(68) 69.	Coaxial Communications	89,600	(5/90)
(59) 70.	Chambers Communications	86,286	(5/90)
71.	James Cable Partners	78,021	(5/90)
(70) 72.	InterMedia Parnters	78,000	(3/90)
(72) 73.	Mission Cable	74,223	(1/90)
(76) 74.	Cardinal Comunications	74,152	(5/90)
(73) 75.	Douglas Communications	72,400	(1/90)
(74) 76.	Leonard Communications	66,000	(2/90)
(75) 77.	Fanch Communications	65,000	(1/90)
(77) 78.	Omega Communications	63,000	(5/90)
(78) 79.	Helicon Corp.	60,000	(1/90)
(79) 80.	Telesat Cablevision Inc.	57,235	(6/89)
(80) 81.	Galaxy Cablevision	56,489	(2/90)
(81) 82.	Prestige Cable TV Inc.	55,106	(5/90)
(97) 83.	C4 Media	55,031	(5/90)
(83) 84.	Masada Corp.	53,478	(5/90)
(new) 85.	Verto Cable TV	53,126	(5/90)
(82) 86.	New England Cablevision	52,409	(1/90)
(84) 87.	Star Cable Associates	51,875	(2/90)
(91) 88.	360 Corp.	50,111	(5/90)
(86) 89.	Donrey Media Group	49,416	(5/90)
(85) 90.	Rock Associates	49,300	(5/90)
(87) 91.	Cable America Corp.	48,318	(5/90)
(88) 92.	Republic Communications Corp.	47,000	(1/90)
(89) 93.	Raystay Co.	45,241	(3/90)
(90) 94.	Amzak Cable	45,125	(3/90)
(92) 95.	CableSouth Inc.	43,420	(10/89)
(93) 96.	Cable Holdings Inc.	43,135	(10/89)
(94) 97.	Vista Communications	41,962	(1/90)
(95) 98.	Eastern Connecticut Cable TV	41,820	(6/89)
(96) 99.	National Cable Ltd.	41,300	(4/90)
(98) 100.	Acton Corp.	40,400	(3/89)

( ) Rank last listing

Subscriber counts are provided by MSOs and systems to Cable Vision. *Figures will be updated quarterly unless information is provided by MSOs or systems. Send updates to Cable Stats, 825 7th Ave., 7th Floor, New York, NY 10019.*

Top 100 Systems

Rank	Location	Operator	Basic subs	
1.	Long Island, NY	Cablevision Systems	527,525	(4/90)
2.	Orlando/Central Complex, FL	ATC	420,000	(1/90)
3.	San Diego, CA	Cox Cable	310,740	(3/90)
4.	Phoenix, AZ	Times Mirror	287,240	(2/90)
5.	Manhattan, NY	ATC	245,000	(5/90)
6.	Puget Sound, WA	Viacom	234,200	(1/90)
7.	San Antonio, TX	KBLCOM	223,789	(3/90)
8.	East Orange, NJ	Maclean Hunter	217,000	(3/90)
9.	Honolulu, HI	ATC	209,000	(1/90)
10.	Brooklyn/Queens, NY	ATC/Warner	200,000	(5/90)
11.	Houston, TX	Warner	183,000	(3/90)
12.	Chicago Suburbs, IL	Continental	181,537	(9/89)
13.	Wayne, NJ	UA Entertainment	180,746	(3/90)
14.	Atlanta, GA	Prime Cable	176,711	(4/90)
15.	Rochester, NY	ATC	174,000	(1/90)
16.	Cherry Hill, NJ	Garden State Cable	172,799	(4/90)
17.	Cincinnati, OH	Warner	171,860	(4/90)
18.	Hampton Roads, VA	Cox Cable	170,206	(3/90)
19.	Louisville/Jeff. Co., KY	Storer Communications	170,000	(8/89)
20.	Chicago, IL	TCI	169,608	(3/90)
21.	Cleveland, OH	Cablevision Systems	169,606	(4/90)
22.	Fairfax, VA	Media General	164,519	(6/89)
23.	Fairfield County, CT	Cablevision Systems	164,054	(4/90)
24.	Hartford/Plainville/Vernon, CT	UA Entertainment	161,075	(3/90)
25.	Montgomery County, MD/ Arlington, VA	Hauser	159,500	(4/90)
26.	Kansas City, MO	ATC	159,000	(1/90)
27.	Jacksonville, FL	Continental Cablevision	154,600	(5/89)
28.	Baltimore County, MD	Comcast	151,000	(4/90)
29.	Manhattan, NY	Paragon	150,885	(4/90)
30.	San Jose/Campbell, CA	Heritage	149,197	(3/90)
31.	Denver (suburbs), CO	UA Entertainment	148,167	(3/90)
32.	Pompano, FL	Continental	147,381	(9/89)
33.	Memphis/W. Memphis, TN	ATC	147,000	(1/90)
34.	Tulsa, OK	UA Entertainment	145,738	(3/90)
35.	Charlotte, NC	ATC	145,000	(1/90)
36.	San Francisco, CA	Viacom	141,600	(1/90)
37.	Buffalo, NY	Adelphia Communications	139,515	(8/89)
38.	San Diego, CA	ATC	135,300	(11/89)
39.	St. Louis, MO	Cencom	135,230	(8/89)
40.	Las Vegas, NV	Prime Cable	132,878	(4/90)
41.	Seattle, WA	TCI	131,315	(3/90)
42.	Austin, TX	ATC	128,000	(1/90)
43.	Chicago Suburbs, IL	Jones	126,000	(2/90)
44.	Warren, NJ	TKR	124,000	(2/90)
45.	Tacoma, WA	Viacom	120,700	(1/90)
46.	Raleigh/Durham, NC	ATC	120,000	(1/90)
47.	Wilmington, DE	Heritage	116,666	(3/90)
48.	San Diego County, CA	Times Mirror	115,884	(2/90)
49.	Southeast Michigan	Comcast	115,000	(4/90)
50.	Pinellas County, FL	Newhouse	114,000	(6/89)
51.	Toledo, OH	Blade Communications	113,500	(4/90)
52.	Grand Rapids, MI	UA Entertainment	113,119	(3/90)
53.	Hillsborough/Tampa, FL	Paragon	112,103	(1/90)
54.	Indianapolis, IN	Comcast	112,000	(4/90)
55.	Orange County, LA	Times Mirror	111,566	(2/90)
56.	Chicago, IL	Group W	110,339	(4/90)
57.	Dallas, TX	TCI	110,000	(3/90)
58.	Jefferson Parish/Kenner, LA	Cox Cable	107,639	(3/90)
59.	Boston/Brookline, MA	Cablevision Systems	108,115	(4/90)
60.	San Juan, PR	Multivision Cable	106,046	(6/89)
61.	Nashville, TN	Viacom	105,400	(1/90)
62.	Richmond, VA	Continental	102,121	(10/89)
63.	Jackson, MS	ATC	101,000	(1/90)
64.	Pittsburgh, PA	TCI	99,187	(3/90)
65.	Worcester, MA	Greater Media	98,102	(4/90)
66.	Columbus, OH	Warner	98,000	(3/90)
67.	Monmouth, NJ	Sutton Capital	97,579	(9/89)
68.	Greensboro, NC	ATC	97,000	(1/90)
69.	Reading, PA	ATC	96,000	(1/90)
70.	St. Petersburg, FL	Paragon	95,412	(2/89)
71.	Naples, FL	Palmer	94,450	(6/89)
72.	Portland, OR	KBLCOM	91,743	(3/90)
73.	Fresno, CA	Continental	91,253	(4/90)
74.	Albuquerque, NM	Jones Intercable	91,205	(12/89)
75.	Dade/Broward County, FL	Storer	90,000	(8/89)
76.	Wichita, KS	Multimedia	88,732	(9/89)
77.	Independence,MO	Jones	88,628	(8/89)
78.	Minneapolis/St. Paul suburbs, MN	Hauser	88,600	(4/90)
79.	Houston Suburbs, TX	Prime Cable	88,388	(4/90)
80.	Fayetteville, NC	ATC	87,000	(1/90)
81.	Milwaukee, WI	Warner	87,000	(3/90)
82.	South Bend, IN	Heritage	87,000	(3/90)
83.	Tucson, AZ	Cooke	86,976	(8/89)
84.	Akron, OH	Warner	86,000	(9/89)
85.	Toms River, NJ	Adelphia	85,826	(2/90)
86.	Baton Rouge, LA	UA Entertainment	85,476	(3/90)
87.	Harrisburg, PA	Sammons	85,200	(8/89)
88.	Orange County, CA	KBLCOM	85,182	(3/90)
89.	Dover/Morristown, NJ	Sammons	84,640	(8/89)
90.	Medford, MA	Warner	83,000	(3/90)
91.	W. San Fernando Valley, CA	CV Industries	82,967	(2/90)
92.	Buffalo, NY	TCI	82,629	(3/90)
93.	New Orleans, LA	Cox Cable	81,721	(3/90)
94.	Oklahoma City, OK	Cox Cable	81,404	(3/90)
95.	Lincoln, RI	Heritage	80,949	(3/90)
96.	Providence/Warwick, RI	Times Mirror	80,523	(2/90)
97.	Harlington, TX	Heritage	79,794	(3/90)
98.	Columbia, SC	CV Industries	78,818	(2/90)
99.	Baltimore, MD	UA Entertainment	78,164	(3/90)
100.	Omaha, NE	Cox Cable	78,120	(3/90)

MacKay-Shields Gold and Prec Mtls Fund	MainStay Gold and Precious Metals Fund
MacKay-Shields Government Plus Fund	MainStay Government Plus Fund
MacKay-Shields H-Y Corp Bond Fund	MainStay H-Y Corporate Bond Fund
MacKay-Shields T-F Bond Fund	MainStay T-F Bond Fund
MacKay-Shields Total Return Fund	MainStay Total Return Fund
MacKay-Shields Value Fund	MainStay Value Fund
Mackenzie Option Income Fund	Mackenzie North American Total Return Fund
Main Street Capital Preservation Fund	Main Street Asset Allocation Fund
Manhattan Fund	Neuberger & Berman Manhattan Fund
Mass Financial Govt Sec H-Y Trust	Mass Financial Govt Income Plus Fund
MetLife-State Street High Income Fund	MetLife-State Street T-E Fund
Midas Gold Shares & Bullion	Excel Midas Gold Shares
Midwest Group T-F Trust—Ltd Term Port	Midwest Group T-F Trust—Interm Term Port
Minnesota Insured Fund	Voyageur Minnesota Insured Fund
Naess & Thomas Special Fund	Vanguard Small Capitalization Stock Fund
Newport Far East Fund	Tyndall-Newport Far East Fund
Newport Global Growth Fund	Tyndall-Newport Global Growth Fund
Omega Fund	Keystone America Omega Fund
PaineWebber America Fund	PaineWebber Classic Growth & Income Fund
PaineWebber Atlas Fund	PaineWebber Classic Atlas Fund
PaineWebber H-Y Municipal Bond Fund	PaineWebber Classic H-Y Muni Bond Fund
PaineWebber Olympus Fund	PaineWebber Classic Growth Fund
Partners Fund	Neuberger & Berman Partners Fund
Plymouth Aggressive Income Fund	Plymouth H-Y Portfolio
Progressive Income Equity Fund	Liberty Utility Fund
Prudential-Bache Govt Plus Fund II	Prudential-Bache US Govt Fund
Putnam Growth	Putnam Growth & Income
Quasar Associates	Alliance Quasar Fund
REA-Graham Fund	REA-Graham Balanced Fund
Research Equity	Franklin Equity
Rochester Convertible Growth Fund	Rochester Convertible Fund
Scudder Target General 1994	Scudder S-T Bond Fund
Seligman PA T-E Fund—Quality Series	Seligman PA T-E Fund
Strong T-F Income Fund	Strong Municipal Bond Fund
Transatlantic Growth Fund	Kleinwort Benson Intl Equity Fund
Transatlantic Income Fund	Kleinwort Benson Global Income Fund
USAA Sunbelt Era Fund	USAA Aggressive Growth Fund

Funds That Merged

Fund Name	*Merged Into*
AYCO Fund—Rollover Portfolio	Boston Company Managed Income Fund
Commonwealth Trust A/B Fund and Commonwealth Trust C Fund	Commonwealth Balanced Fund
Concord Income Tr—Natl T-E Port	Home National T-F Fund
Concord Income Tr—US Govt Sec Port	Home National T-F Fund
Criterion Pilot Fund	Transamerica Technology Fund
Ehrenkrantz Undiscovered Equities	Ehrenkrantz Growth Fund
Emerging Medical Technology Fund	GT Health Care Fund
Enterprise Corporate Bond Fund and Enterprise GNMA Portfolio	Enterprise Govt Securities Port
Fidelity United Kingdom Fund	Fidelity Europe Fund
First Investors Bond Apprec Fund	First Investors High-Yield Fund
First Investors Discovery Fund and First Investors Fund for Growth and First Investors Value Fund	First Investors Intl Sec Fund
Flex Retirement Growth Fund	Flex Growth Fund
Franklin Corporate Cash	Franklin Mgd Tr—Corp Cash Port
Fund Source Equity Trust	Olympus Equity Plus Fund
Fund Source Govt Securities	Olympus US Govt Plus Fund
Granit Fixed Income Fund	Voyageur Granit Govt Sec Fund
Granit Stock Fund	Voyageur Granit Growth Stock Fund
Huntington S-T Govt Mtge Fund	Limited Term US Govt Fund
Integrated Ins US T-F—Income Port	Integrated Ins T-F—Stripes
International Heritage Gbl Inc Plus	Keystone America Gbl Opportun Fund
International Heritage Govt Port	Keystone America Govt Sec Fund
International Heritage H-Y Port	Keystone America H-Y Bond Fund
Leverage Fund of Boston	Eaton Vance Special Equities
Liberty Mutual T-E Income Trust	Liberty Advantage T-F Bond Fund
Liberty Mutual US Govt Gtd Sec Inc Tr	Liberty Advantage US Govt Sec Fund
Medical Technology Fund	GT Health Care Fund
National Growth Fund	Fairfield Fund
National Preferred Fund	National Total Income Fund
Principal Preservation Retmt Port	Principal Preservation Div Achievers
Rochester Convertible Income Fund	Rochester Convertible Growth Fund
Scudder Target General 1990 and Scudder Target Govt 1990	Scudder Short-Term Bond Fund
Seligman PA T-E Fund—H-Y Series	Seligman PA T-E Fund—Quality Series
Seligman T-E Fund—Hawaii Series	Hawaiian T-F Trust
SLH Income Portfolios—L-T Govt	SLH Income Portfolios—Mortgage
SteinRoe Discovery Fund and SteinRoe Universe Fund	SteinRoe Capital Opportunities Fund

Funds That Liquidated

Alger Fixed Income Portfolio
Alger High-Yield Portfolio
Alpine Mutual Fund Trust—Govt Inc Fund
American Investors Option Fund
Bartlett Strategic Income Fund
Bench Blue Chip Portfolio
BMI Equity Fund
Carnegie T-E Income Trust—SC Ins Fund
Composite Select Fund Inc—H-Y Port
Composite Select Fund Inc—Value Port
DIT Capital Growth Fund
DIT Current Income Fund
DIT Government Securities Fund
Flag Investors Corporate Cash Trust
Flagship Plus Fund
Govaars Investment Trust—Mtge-Backed Sec
Integrated Multi Asset—Vantage Asset Alloc
Interact Managed Income & Appreciation Fund
Interact Managed Resources Fund
Interact Municipal Income Fund
Interact Quality Bond Income Fund
Interact Quality Growth Fund
Interact Quality Interm Term Bond Fund
International Cash—Australian Cash Portfolio
International Cash—Canadian Cash Portfolio
International Cash—D-Mark Cash Portfolio
International Cash—Sterling Cash Portfolio
International Cash—Swiss Franc Cash Portfolio
International Cash—Yen Cash Portfolio
John Hancock World Trusts—World Fixed Income
MFS Managed Multi-State T-E Trust—MN
Nova Fund
OTC-100 Fund
PPT (Professional Portfolios Trust)—T-F Inc

Funds That Split Their Shares

ABT Utility Income Fund	6 for 5 split
AM Telecommunications Growth	7 for 1 split
First Investors H-Y	2 for 1 split
Flag Invest Telephone—Income	2 for 1 split
GT Europe Growth Fund	2 for 1 split
GT International Growth	3 for 1 split
GT Pacific Growth	2 for 1 split
Huntington CPI+ Fund	2 for 1 split
Ivy Institutional Investors	10 for 1 split
One Hundred Fund	3 for 1 split
One Hundred One Fund	2 for 1 split
Putnam CA T-E Income	2 for 1 split
Putnam International Equities	4 for 1 split
Putnam NY T-E Income Fund	2 for 1 split
Putnam OTC Emerging Growth	4 for 1 split
Putnam T-E Income	3 for 1 split
Putnam Vista Basic Value	3 for 1 split
Putnam Voyager Fund	3 for 1 split
Rochester Tax-Managed	3 for 2 split
SFT Odd Lot Fund	2 for 1 split
SLH Appreciation Fund	4 for 1 split

Appendix: Alphabetical Listing Of Fund Distributors And Their Individual Funds

Distributor	Funds
AAL Distributors 222 W College Ave Appleton WI 54919 (800) 553-6319 (414) 734-7633	AAL Capital Growth Fund AAL Income Fund AAL Municipal Bond Fund
ABT Financial Services Inc 205 Royal Palm Way Palm Beach FL 33480 (800) 331-7144 (407) 655-7255	ABT Emerging Growth Fund ABT Growth & Income Trust ABT Security Income Fund ABT Utility Income Fund
AFA Distributors Inc 50 Broad St New York NY 10004 (800) 654-0001 (212) 482-8100	National Aviation & Tech National Telecomm & Tech National Value Fund
AIM Distributors Inc Eleven Greenway Plz Ste 1919 Houston TX 77046 (800) 392-9681 (800) 231-0803 (713) 626-1919	+ AIM CA T-F Interm Fund AIM Constellation Fund AIM Convertible Securities AIM High-Yield Securities + AIM Ltd Maturity Treas Shares AIM T-F Intermediate Shares AIM US Govt Securities Fund AIM Weingarten Fund Charter Fund * Summit Investors Fund
AMA Advisers Inc PO Box 1111 Blue Bell PA 19422 (800) AMA-FUND (US) (215) 825-0400 (PA coll)	* AMA Growth Fund – Classic Gwth Port * AMA Growth Fund – Global Growth * AMA Growth Fund – Growth Plus Inc * AMA Income Fund – Global Income * AMA Income Fund – Global S-T * AMA Income/US Govt Inc Plus
AMR Investment Services Inc 4200 American Blvd MO3C80 PO Box 610648 Dallas/Ft Worth TX 75261 (817) 355-3509 (817) 355-3513 (817) 355-3514	See tables 5, 6
Accrued Equities Inc 295 Northern Blvd Great Neck NY 11021 (516) 466-0808	New Alternatives Fund
Afuture Fund Inc 617 Willowbrook Lane West Chester PA 19382 (800) 523-7594 (215) 344-7910	* Afuture Fund
Alex Brown & Sons Inc PO Box 17250 Baltimore MD 21202 (301) 727-1700	Flag Investors Intl Trust Flag Investors Telephone Inc
Alliance Fund Services 500 Plaza Dr 3rd Fl Secaucus NJ 07094 (800) 221-5672 (US) (800) 523-5695 (NY) (800) 247-4154	Alliance Balanced Shares Alliance Bond Fund H-Y Port Alliance Bond Fund – Monthly Inc Alliance Convertible Fund Alliance Counterpoint Fund Alliance Fund Alliance Global Fund – Canadian Alliance Growth & Income Fund Alliance International Fund Alliance Mtge Sec Income Fund + Alliance Muni Inc Fund – CA Port + Alliance Muni Inc Fund – Ins CA + Alliance Muni Inc Fund – Natl Port + Alliance Muni Inc Fund – NY Port + Alliance Muni Inc – Ins Natl Port Alliance Quasar Fund + Alliance S-T Multi-Market Trust Alliance Surveyor Fund Alliance Technology Alliance US Government Port
Alps Securities Inc 600 17th St #1605 South Denver CO 80202 (800) 333-7078 (303) 623-2577	See tables 5, 6
American Capital Marketing Inc 2800 Post Oak Blvd Houston TX 77056 (800) 231-3638 (800) 421-5666 (713) 993-4339	American Cap T-E Trust – H-Y American Capital Comstock Fund American Capital Corp Bond Fund American Capital Enterprise Fund American Capital Federal Mtge Tr American Capital Govt Securities American Capital H-Y Invts American Capital Harbor Fund American Capital Muni Bond Fund American Capital OTC Securities American Capital Pace Fund American Capital T-E Trust – Ins American Capital Venture Fund Fund of America Provident Fund for Income
American Funds Distributors Inc 135 S State College Blvd Brea CA 92621 (800) 421-9900 (714) 671-7000	AMCAP Fund Inc American Balanced Fund Inc American High-Income Trust American Mutual Fund Inc Bond Fund of America Inc (The) Capital Income Builder Inc Capital World Bond Fund Inc EuroPacific Growth Fund Fundamental Investors Inc Growth Fund of America Inc (The) Income Fund of America Inc (The) Interm Bond Fund of America Investment Co of America (The) New Economy Fund (The) New Perspective Fund Inc T-E Bond Fund of America Inc (The) T-E Fund of California (The) T-E Fund of Maryland (The) T-E Fund of Virginia (The) US Govt Gtd Securities Fund Washington Mutual Investors Fund Inc
American Growth Fund Sponsors Inc 410 17th St Ste 800 Denver CO 80202 (800) 525-2406 (303) 623-6137	American Growth Fund
American Pension Distributors Inc 2303 Yorktown Ave PO Box 2529 Lynchburg VA 24501 (800) 533-4115 (800) 544-6060	* API Trust – Growth Fund

* No-load fund, + Low-load fund, (No symbol) Load fund, (c) Fund closed to new investment.

Distributor	Funds
Analytic Optioned Equity Inc 2222 Martin St Ste 230 Irvine CA 92715 (714) 833-0294	* Analytic Optioned Equity Fund
Angeles Securities Corp 10301 West Pico Blvd Los Angeles CA 90064 (800) 421-4374 (213) 277-4900	FPA Capital Fund FPA New Income FPA Paramount Fund (c) FPA Perennial Fund
Aquila Distributors Inc 200 Park Ave Ste 4515 New York NY 10017 (212) 697-6666	+ Churchill T-F Fund of Kentucky + Hawaiian T-F Trust + T-F Fund of Colorado + T-F Trust of Arizona + T-F Trust of Oregon
Armstrong Associates Inc 1445 Ross Ave LB 212 Dallas TX 75202 (214) 720-9101	* Armstrong Associates
Arnold Investment Counsel 700 N Water St Milwaukee WI 53202 (800) 443-6544 (414) 271-2726	* Primary Trend Fund
Aspen Securities & Advisory Inc 545 Shoup Ste 243 Idaho Falls ID 83405 (208) 522-5593	* Rockwood Growth Fund
Associated Planners Securities Corp 1925 Century Park East Los Angeles CA 90067 (800) 338-1579 (213) 553-6740	Associated Planners CA T-F Fund Associated Planners Govt Sec Associated Planners Stock Fund
Axe Securities Corp 400 Benedict Ave Tarrytown NY 10591 (800) 366-0444 (914) 333-5200	* Axe-Houghton Fund B * Axe-Houghton Income Fund * Axe-Houghton Stock Fund
BC Ziegler & Co 215 North Main St West Bend WI 53095 (800) 826-4600	Principal Preserv T-E Port Principal Preservation Div Ach Principal Preservation Govt Principal Preservation Ins T-E Principal Preservation S&P 100 Plus
Baron Capital Inc 450 Park Ave New York NY 10022 (800) 992-2766 (212) 759-7700	+ Baron Asset Fund
Bartlett & Co 36 East Fourth St Cincinnati OH 45202 (800) 543-0863 (513) 621-0066 (513) 621-4612	* Bartlett Cap Tr – Basic Value * Bartlett Cap Tr – Fixed Income Fund
Beacon Hill Mutual Fund Inc 75 Federal St Boston MA 02110 (617) 482-0795	* Beacon Hill Mutual Fund
Beckerman and Co Inc 26 Broadway Ste 205 New York NY 10004 (800) 543-2620 (212) 248-8080	+ The 44 Wall Street Equity Fund + The 44 Wall Street Fund
Benham Distributors Inc 1665 Charleston Rd Mountain View CA 94043 (800) 4-SAFETY (US)	* Benham CA T-F Trust – High-Yield * Benham CA T-F Trust – Insured * Benham CA T-F Trust – Interm Term * Benham CA T-F Trust – Long-Term * Benham GNMA Income Fund * Benham Gold Equities Index Fund * Benham Natl T-F Trust – Interm * Benham Natl T-F Trust – L-T * Benham Target Mat Tr – 1990 Port * Benham Target Mat Tr – 1995 Port * Benham Target Mat Tr – 2000 Port * Benham Target Mat Tr – 2005 Port * Benham Target Mat Tr – 2010 Port * Benham Target Mat Tr – 2015 Port * Benham Treasury Note Fund
Brandywine Fund Inc PO Box 4166 Greenville DE 19807 (302) 656-6200	* Brandywine Fund
Bridges Investment Fund 8401 West Dodge Rd Ste 256 Omaha NE 68114 (402) 397-4700	+ Bridges Investment Fund
Brokers Capital Dist Co Inc 1016 West 8th Ave Ste D King of Prussia PA 19406 (800) 523-2044 (215) 337-8422	Environmental Awareness Fund (SFT) New Jersey Pride Fund (Ser of SFT) SFT Equity Series + SFT Odd Lot Fund SFT US Government Series
Bruce Fund Inc 20 North Wacker Dr Ste 1425 Chicago IL 60606 (312) 236-9160	* Bruce Fund
Bull & Bear Service Center Inc 11 Hanover Square New York NY 10005 (800) 847-4200 (212) 363-1100	* Bull & Bear Capital Growth Fund * Bull & Bear Equity – Inc Fund * Bull & Bear Gold Investors Ltd * Bull & Bear High-Yield Fund * Bull & Bear Overseas Fund Ltd * Bull & Bear Special Equities * Bull & Bear T-F Income * Bull & Bear US Govt Gtd Sec
CIGNA Capital Brokerage Inc 900 Cottage Grove Rd Bloomfield CT 06002 (800) 56-CIGNA	CIGNA Aggressive Growth Fund CIGNA Government Sec Fund CIGNA Growth Fund CIGNA High-Yield Fund CIGNA Income Fund CIGNA Municipal Bond Fund CIGNA Utilities Fund CIGNA Value Fund
California Investment Trust Group 44 Montgomery St Ste 2200 San Francisco CA 94104 (800) 826-8166 US (800) 225-8778 CA (415) 398-2727	* California T-F Income Fund * US Government Securities Fund

* No-load fund, + Low-load fund, (No symbol) Load fund, (c) Fund closed to new investment.

Distributor	Funds
Calvert Group 1700 Pennsylvania Ave NW Washington DC 20006 (800) 368-2748 (800) 368-2750 (301) 951-4820	Calvert Ariel Growth Fund * Calvert Equity Fund Calvert Income Fund + Calvert Ltd Term Govt Fund Calvert Social Invest Bond Port Calvert Social Invest Fund – Equity Calvert Social Invt Fund Mgd Growth Calvert T-F Reserves Long-Term + Calvert T-F Reserves Ltd Term Port Calvert US Government Fund Washington Area Growth Fund
Capstone Financial Services Inc PO Box 849 Houston TX 77001 (800) 262-6631 (US) (713) 750-8000 (TX)	Capstone Equity Guard Stock Fund Capstone European Plus Fund Cashman Farrell Value Fund Fund of the Southwest Investors Income Fund Medical Research Investment Fund PBHG Growth Fund US Trend Fund
Carillon Investments Inc PO Box 5304 Cincinnati OH 45201 (800) 999-1840 (513) 595-2600	Carillon Capital Fund
Carnegie Capital Management Co 1228 Euclid Ave Cleveland OH 44115 (800) 321-2322 (216) 781-4440	Carnegie Cappiello Growth Trust Carnegie Cappiello Total Return Carnegie Govt Sec H-Y Govt Ser + Carnegie Govt Sec Tr Short Govt Ser Carnegie T-E Inc Tr Natl H-Y Carnegie T-E Inc Tr – GA Ins Fund Carnegie T-E Inc Tr – MN Ins Fund Carnegie T-E Inc Tr – OH Genl Muni Carnegie T-E Inc Tr – OH Ins Fund
Century Shares Trust One Liberty Square Boston MA 02109 (800) 321-1928 (617) 482-3060	* Century Shares Trust
Colonial Investment Services Inc One Financial Center Boston MA 02111 (800) 426-3750 (800) 248-2828 (800) 345-6611	Colonial Advanced Strat Gold Tr + Colonial Corp Cash Trust I + Colonial Corp Cash Trust II Colonial Diversified Income Fund Colonial Fund Colonial Govt Sec Plus Trust Colonial Growth Shares Trust Colonial High-Yield Sec Trust Colonial Income Plus Fund Colonial Income Trust Colonial Intl Equity Index Trust Colonial Small Stock Index Trust Colonial State T-E Trusts – CA Colonial State T-E Trusts – MA Colonial State T-E Trusts – MI Colonial State T-E Trusts – MN Colonial State T-E Trusts – NY Colonial State T-E Trusts – OH Colonial T-E Fund Colonial T-E Insured Fund Colonial US Equity Index Trust Colonial US Government Trust Colonial VIP Agg Growth Fund Colonial VIP Diversified Return Colonial VIP Federal Sec Fund Colonial VIP H-Y Municipal Bond Colonial VIP High Income Fund Colonial VIP Inflation Hedge Fund
Columbia Funds Management Co 1301 SW 5th Ave PO Box 1350 Portland OR 97207 (800) 547-1037 (US) (503) 222-3600 (OR coll)	* Columbia Fixed Income Sec Fund * Columbia Growth Fund * Columbia Municipal Bond Fund * Columbia Special Fund * Columbia US Govt Gtd Sec Fund
Concord Financial Group Inc 156 West 56th St Ste 1902 New York NY 10019 (800) 367-6075 (212) 492-1600	Pacific Horizon CA T-E Bond Pacific Horizon Funds – Agg Growth Pacific Horizon Funds – H-Y Bond
Copley Financial Services Corp 315 Pleasant St 5th Fl Fall River MA 02721 (508) 674-8459	* Copley Fund
Counsellors Securities Inc 466 Lexington Ave New York NY 10017 (800) 888-6878 (212) 878-0600	* Counsellors Capital App Fund * Counsellors Emerging Growth Fund * Counsellors Fixed Income Fund * Counsellors Interm Mat Govt Fund * Counsellors Intl Equity Fund * Counsellors NY Muni Bond Fund
Country Capital Management Co 1701 Towanda Ave PO Box 2222 Bloomington IL 61701 (800) 322-3838 (309) 557-2444	+ Country Capital Growth Fund + Country Capital Income Fund + Country Capital T-E Bond Fund
Cowen & Co Financial Square New York NY 10005 (800) 221-5616 (212) 495-6000	Cowen Income + Growth Fund Inc Cowen Opportunity Fund
Craig-Hallum Inc 701 4th Ave S 10th Fl Minneapolis MN 55415 (612) 332-1212	* General Securities
Cumberland Advisory Pty 614 Landis Ave Vineland NJ 08360 (800) 257-7013 (800) 232-6692	* Cumberland Growth Fund
DH Blair Advisors Inc PO Box 2500 Greenwich CT 06836 (800) 243-5353 (203) 531-5000	American Investors Growth Fund American Investors Income Fund
Dain Bosworth Inc 790 N Milwaukee St Milwaukee WI 53202 (800) HEARTLN (414) 347-7276	Heartland US Government Fund Heartland Value Fund
Dean Witter Reynolds Inc Two World Trade Center 72nd Fl New York NY 10048 (800) 221-FUND (212) 392-2550	Dean Witter American Value Fund Dean Witter Dividend Growth Sec Dean Witter High-Yield Sec Dean Witter Ntrl Res Dev Sec + Dean Witter T-E Sec Trust
Delaware Distributors Inc Ten Penn Center Plaza Philadelphia PA 19103 (800) 523-4640 (215) 988-1333	DE Grp Decatur Fund – Decatur I Ser DE Grp Decatur Fund – Decatur II Ser DE Grp DelCap Fund Concept I Ser DE Grp Delchester H-Y – Delchester I DE Grp Delchester H-Y – Delchester II DE Grp Govt – Govt Income Series DE Grp T-F Fund – USA Insured Ser DE Grp T-F Fund – USA Ser * DE Grp Treas Res – Investors Ser DMC T-F Income Trust – PA Delaware Group Delaware Fund Delaware Group Trend Fund Delaware Group Value Fund
Diversified Securities Inc 3701 Long Beach Blvd Long Beach CA 90807 (213) 595-7711	Investors Research Fund
Dividend/Growth Fund Inc 107 N Adams St Rockville MD 20850 (800) 638-2042 (301) 251-1002	* Dividend/Growth Fund – Div Series * Dividend/Growth Fund – Growth Series
Dodge & Cox One Post St 35th Fl San Francisco CA 94104 (415) 434-0311 (415) 981-1710	* Dodge & Cox Balanced Fund * Dodge & Cox Income Fund * Dodge & Cox Stock Fund

* No-load fund, + Low-load fund, (No symbol) Load fund, (c) Fund closed to new investment.

Distributor	Funds
Dreyfus Service Corp I 666 Old Country Rd Garden City NY 11530 (800) 242-8671 (718) 895-1396	Dreyfus Fm Inv GNMA LP Dreyfus Fm Inv US Govt Bond LP * Dreyfus Index Fund * Dreyfus Insured T-E Bond Fund Premier CA T-F Bond Fund Premier CT T-E Bond Fund Premier FL T-E Bond Fund Premier GNMA Premier Income Fund Premier MA T-E Bond Fund Premier MD T-E Bond Fund Premier MI T-E Bond Fund Premier MN T-E Bond Fund Premier NY T-E Bond Fund Premier OH T-E Bond Fund Premier State T-E Fund – PA Premier T-E Bond Premier TX T-E Bond Fund
Dreyfus Service Corp II 666 Old Country Rd Garden City NY 11530 (800) 645-6561 (718) 895-1206	* Dreyfus A Bonds Plus * Dreyfus CA T-E Bond Fund Dreyfus Capital Value Fund * Dreyfus Convertible Sec Dreyfus Fund * Dreyfus GNMA Fund * Dreyfus Growth Opportun Fund * Dreyfus Interm T-E Bond Fund Dreyfus Leverage Fund * Dreyfus MA T-E Bond Fund * Dreyfus NJ T-E Bond * Dreyfus NY Insured T-E Bond * Dreyfus NY Interm T-E Bond * Dreyfus NY T-E Bond Fund * Dreyfus New Leaders Fund * Dreyfus Short-Interm Govt Fund * Dreyfus Short-Interm T-E Bond + Dreyfus Strategic Agg Invg LP Dreyfus Strategic Income Fund Dreyfus Strategic Investing + Dreyfus Strategic World Invg LP * Dreyfus T-E Bond Fund * Dreyfus Third Century Fund * Dreyfus US Government Bond * Dreyfus US Govt Interm Sec LP * General Aggressive Growth Fund * General T-E Bond Fund
Dreyfus Service Corp III 666 Old Country Rd Garden City NY 11530 (800) 821-1185 (718) 895-1650	First Prairie Diversified Asset
Eaton Vance Distributors Inc 24 Federal St Boston MA 02110 (800) 225-6265	Eaton Vance CA Munis Trust Eaton Vance Corp High Inc Dollar Eaton Vance Equity Income Trust Eaton Vance Govt Inc Dollar Fund Eaton Vance Govt Obligations Eaton Vance Growth Fund Eaton Vance High Income Trust Eaton Vance High-Yield Munis Eaton Vance Income Fund of Boston Eaton Vance Investors Fund Eaton Vance Municipal Bond Fund Eaton Vance Natural Resources Tr Eaton Vance Special Equities Fund Eaton Vance Stock Fund Eaton Vance Total Return Trust Nautilus Fund Vance Sanders Special Fund
Endowments Inc 4 Embarcadero Center San Francisco CA 94120 (415) 421-9360	* Bond Port for Endowments Inc * Endowments
Enterprise Fund Distributors Inc 1200 Ashwood Parkway Atlanta GA 30338 (800) 432-4320 (404) 396-8118	Enterprise Capital App Fund Enterprise Government Securities Enterprise Growth Fund Enterprise Growth and Income Port Enterprise H-Y Bond Port Enterprise Intl Growth Port Enterprise Precious Metals Port Enterprise T-E Income Port
Equitec Securities Co 7677 Oakport St PO Box 2470 Oakland CA 94614 (800) 869-8900	Equitec Siebel Aggressive Growth Equitec Siebel High-Yield Bond Equitec Siebel Total Return Fund Equitec Siebel US Govt Sec
Equity Services Inc National Life Dr Montpelier VT 05604 (800) 233-4332	Sentinel Balanced Fund Sentinel Bond Fund Sentinel Common Stock Fund Sentinel Government Sec Fund Sentinel Growth Fund
Evaluation Securities 200 Connecticut Ave Norwalk CT 06854 (203) 855-2200	See tables 5, 6
Evergreen Asset Management 2500 Westchester Ave Purchase NY 10577 (800) 235-0064 (914) 694-2020	* Evergreen American Retirement Tr * Evergreen Fund * Evergreen Gbl Real Est Equity * Evergreen Total Return Fund * Evergreen Value Timing Fund
Excel Advisors 16955 Via Del Campo San Diego CA 92127 (800) 333-9235 (619) 485-9400	Excel Midas Gold Shares Excel Value Fund
FBL Investment Advisory Services 5400 University Ave West Des Moines IA 50265 (800) 247-4170 (US) (800) 422-3175 (IA) (515) 225-5524	See tables 5, 6
Fahnestock & Co Inc 110 Wall St New York NY 10005 (800) 221-5588 (212) 425-9655	Eagle Growth Shares * Philadelphia Fund
Fairmont Fund (The) 1346 South Third St Louisville KY 40208 (800) 262-9936 (502) 636-5633	* Fairmont Fund
Federated Securities Corp Federated Investors Tower Pittsburgh PA 15222 (800) 245-0242 (412) 288-1900	American Leaders Fund Convertible Sec & Income Inc FT International Trust * Federated Bond Fund * Federated Corporate Cash Trust * Federated Floating Rate Trust * Federated GNMA Trust * Federated Growth Trust Federated High Income Sec * Federated High-Yield Trust * Federated Income Trust * Federated Interm Govt Trust * Federated Interm Muni Trust * Federated Short-Interm Govt Tr * Federated Short-Interm Muni * Federated Stock And Bond Fund * Federated Stock Trust Federated T-F Income Fund * Federated US Government Fund + Federated Utility Trust * Federated Variable Rate Mtge Sec + Fortress High Quality Stock Fund + Fortress High-Yield Muni Fund Fund For US Govt Securities + Government Income Securities * High Income Securities Fund * High Quality Stock Fund * Municipal Securities Income Fund * US Government Bond Fund

* No-load fund, + Low-load fund, (No symbol) Load fund, (c) Fund closed to new investment.

Distributor	Funds
Fidelity Distributors Corp 82 Devonshire St Boston MA 02109 (800) 544-6666 (617) 523-1919 (MA coll)	+ Fidelity Aggressive T-F Port + Fidelity Balanced Fund * Fidelity CA T-F High-Yield Port * Fidelity CA T-F – Insured Port + Fidelity Capital App Fund * Fidelity Contrafund * Fidelity Corp Tr – Adj Rate Prefd * Fidelity Destiny Port I * Fidelity Destiny Port II + Fidelity Equity-Income Fund + Fidelity Europe Fund * Fidelity Flexible Bond Fund * Fidelity Freedom Fund * Fidelity Fund * Fidelity Ginnie Mae Port * Fidelity Global Bond Fund * Fidelity Govt Securities Fund + Fidelity Growth & Income Port + Fidelity Growth Co Fund * Fidelity H-Y Municipals * Fidelity High Income Fund * Fidelity Insured T-F Port * Fidelity Interm Bond Fund + Fidelity Intl Growth & Income * Fidelity Limited Term Munis * Fidelity MA T-F H-Y Port * Fidelity MI T-F Portfolio * Fidelity MN T-F Portfolio + Fidelity Magellan Fund * Fidelity Mortgage Securities * Fidelity Municipal Bond Fund * Fidelity NY T-F High-Yield * Fidelity NY T-F Insured Port * Fidelity OH T-F Portfolio + Fidelity OTC Portfolio + Fidelity Overseas Fund * Fidelity PA T-F H-Y Port + Fidelity Pacific Basin Fund + Fidelity Puritan Fund * Fidelity Qualified Dividend Fund + Fidelity Real Estate Investment + Fidelity Select Air Transport + Fidelity Select American Gold + Fidelity Select Automation & Mach + Fidelity Select Biotechnology + Fidelity Select Brkg/Invt Mgmt + Fidelity Select Broadcast & Media + Fidelity Select Capital Goods + Fidelity Select Chemicals + Fidelity Select Computers + Fidelity Select Defense/Aerospace + Fidelity Select Electric Utils + Fidelity Select Electronics + Fidelity Select Energy + Fidelity Select Energy Service + Fidelity Select Financial Svcs + Fidelity Select Food/Agric + Fidelity Select Health Care + Fidelity Select Housing + Fidelity Select Industrial Mat + Fidelity Select Leisure + Fidelity Select Life Insurance + Fidelity Select Medical Delivery + Fidelity Select Paper/Forest Prod + Fidelity Select Prec Metl & Min + Fidelity Select Prop & Cas Ins + Fidelity Select Regional Banks + Fidelity Select Restaurant Ind + Fidelity Select Retailing + Fidelity Select Savings & Loan + Fidelity Select Software/Computer + Fidelity Select Technology + Fidelity Select Telecomm + Fidelity Select Utilities * Fidelity Short-Term Bond Port * Fidelity Short-Term T-F Port * Fidelity TX T-F Portfolio * Fidelity Trend Fund * Fidelity Value Fund + Special Situations – Plymouth Class
Fiduciary Funds 225 East Mason St Milwaukee WI 53202 (800) 338-1579	* Fiduciary Capital Growth Fund * Fiduciary Income Fund * Fiduciary Total Return Fund * Reynolds Blue Chip Growth Fund
Fiduciary Investment Co Inc 230 S Tryon St Ste 345 Charlotte NC 28202 (800) 527-1578 (704) 331-0710	+ The Salem Fixed Income Portfolio + The Salem Growth Portfolio
Financial Estate Planning Inc 7189 Saltsburg Rd Pittsburgh PA 15235 (800) 686-6002 (412) 795-6000	Asset Alloc Fund (Ser of SFT)
Financial Programs Inc 7800 E Union Ave Denver CO 80237 (800) 525-8085 (303) 779-1233	* Financial Bond Shares – High-Yield * Financial Bond Shares – Select Income * Financial Bond Shares – US Govt * Financial Dynamics * Financial Industrial Fund * Financial Industrial Inc Fund * Financial Strategic – Energy * Financial Strategic – European * Financial Strategic – Financial Svcs * Financial Strategic – Gold * Financial Strategic – Health Sciences * Financial Strategic – Leisure * Financial Strategic – Pacific Basin * Financial Strategic – Technology * Financial Strategic – Utilities * Financial T-F Income Shares
First Investors Corp 120 Wall St New York NY 10005 (800) 221-4314 (212) 208-6000	+ Executive Investors H-Y Fund * First Investors BlueChip Fund First Investors Fund For Income First Investors Global Fund First Investors Government Fund First Investors High-Yield Fund First Investors Insured T-E * First Investors M-S Ins T-F/CA * First Investors M-S Ins T-F/MA * First Investors M-S Ins T-F/MI * First Investors M-S Ins T-F/MN * First Investors M-S Ins T-F/NJ * First Investors M-S Ins T-F/OH First Investors NY Insured T-F First Investors Qualified Dividend
Flagship Financial Inc One First National Plaza Ste 910 Dayton OH 45402 (800) 227-4648 (800) 354-7447	Flagship AZ Double T-E Funds Tr Flagship All-American T-E Fund * Flagship Basic Value Fund Flagship CO Double T-E Fund Tr Flagship CT Double T-E Fund Flagship GA Double T-E Funds Tr Flagship Insured T-E Fund Flagship KY Triple T-E Fund + Flagship Ltd Term T-E Fund Flagship MI Triple T-E Funds Tr Flagship MO Double T-E Fund Flagship NC Double T-E Funds Tr Flagship OH Double T-E Funds Tr Flagship PA Triple T-E Fund Flagship TN Double T-E Fund Flagship VA Double T-E Funds Tr
Founders Asset Management Inc 3033 East First Ave Ste 810 Denver CO 80206 (800) 525-2440	* Founders Blue Chip Fund * Founders Equity Income Fund * Founders Frontier Fund * Founders Govt Securities Fund * Founders Growth Fund * Founders Special Fund

* No-load fund, + Low-load fund, (No symbol) Load fund, (c) Fund closed to new investment.

Distributor	Funds
Franklin Distributors Inc 777 Mariner's Island Blvd San Mateo CA 94404 (800) 342-5236 (800) DIAL-BEN	+ Franklin AGE High Income Fund + Franklin AL T-F Income Fund + Franklin AZ T-F Income Fund + Franklin Adjust Rate Mtge Fund + Franklin CA Ins T-F Fund + Franklin CA T-F Income Fund + Franklin CO T-F Income Fund + Franklin CT T-F Income Fund + Franklin Convertible Sec Fund + Franklin Dynatech Fund + Franklin Equity Fund + Franklin FL T-F Income Fund + Franklin Federal T-F Income Fund + Franklin GA T-F Income Fund + Franklin Global Opportun Income + Franklin Gold Fund + Franklin Growth Fund + Franklin H-Y T-F Income + Franklin IN T-F Income + Franklin Income Fund + Franklin Insured T-F Income + Franklin Invest Grade Income + Franklin LA T-F Income + Franklin MA Insured T-F Income + Franklin MD T-F Income + Franklin MI Insured T-F Income + Franklin MN Insured T-F Income + Franklin MO T-F Income + Franklin NC T-F Income + Franklin NJ T-F Income + Franklin NY T-F Income + Franklin OH Insured T-F Inc + Franklin OR T-F Income Fund + Franklin Option Fund + Franklin PA Investors Equity Fund + Franklin PA Investors High Income + Franklin PA Investors US Govt Sec + Franklin PA T-F Income Fund + Franklin PR T-F Income Fund + Franklin Rising Dividend Fund + Franklin Short-Interm US Govt Sec + Franklin Special Equity Inc + Franklin TX T-F Income Fund + Franklin Tax-Adv US Govt Sec + Franklin Tax-Advantaged H-Y Sec + Franklin US Govt Sec Fund + Franklin Utilities Fund + Franklin VA T-F Income Fund
Fred Alger and Co 30 Montgomery St 13th Fl Jersey City NJ 07302 (800) 992-FUND	Alger Growth Portfolio Alger Income & Growth Port Alger Small Capitalization Port
Freedom Capital Management One Beacon St 4th Fl Boston MA 02108 (800) 225-6258 (US) (800) 392-6037 (MA) (617) 725-2300	+ Freedom Global Fund + Freedom Global Income Plus Fund
Furman Selz Mager Dietz & Birney Inc 230 Park Ave New York NY 10169 (800) 845-8406 (212) 309-8400	See tables 5, 6
GEICO Investment Services Co PO Box 37487 Washington DC 20013 (800) 832-6232 (301) 986-2200	* GEICO Qualified Dividend Fund
GIT Investment Services 1655 N Fort Myer Dr Arlington VA 22209 (800) 336-3063 (800) 368-3133 (703) 528-6500	* GIT Equity Trust – Equity Income * GIT Equity Trust – Select Growth * GIT Equity Trust – Special Growth * GIT Income Trust – A-Rated * GIT Income Trust – Maximum Income * GIT T-F Trust – High-Yield
GR Phelps & Co Inc 140 Garden St Hartford CT 06154 (800) 243-2501 (203) 293-5090	Conn Mutual Inv Accts – Govt Sec Conn Mutual Inv Accts – Growth Conn Mutual Inv Accts – Income Conn Mutual Inv Accts – Tot Rtn
GT Global Financial Services Inc 50 California St 27th Fl San Francisco CA 94111 (800) 824-1580	GT America Growth Fund GT Europe Growth Fund GT Global Bond Fund GT Global Govt Income Fund GT Global Healthcare Fund GT International Growth Fund GT Japan Growth Fund GT Pacific Growth Fund GT Worldwide Growth Fund
Gateway Trust PO Box 458167 Cincinnati OH 45245 (800) 354-6339 (513) 248-2700	* Gateway Government Bond Fund * Gateway Growth Plus Fund * Gateway Option Index Fund
General Electric Investment Corp 3003 Summer St Stamford CT 06904 (203) 326-2399	* Elfun Income Fund * Elfun T-E Income Fund * Elfun Trusts * General Electric L-T Interest * Genl Elec S&S Program Mut Fund
Gintel & Co Greenwich Office Park #6 Greenwich CT 06830 (800) 243-5808 (203) 622-6400	* Gintel Capital App Fund * Gintel ERISA Fund * Gintel Fund
Gradison & Co Inc 580 Walnut St Cincinnati OH 45202 (800) 543-1818 (US) (800) 582-7062 (OH) (513) 579-5700 (Cinn)	* Gradison Established Growth Fund + Gradison Government Income Fund * Gradison Opportun Growth Fund
Guardian Investor Services Corp 201 Park Ave South New York NY 10003 (800) 221-3253 (US)	Guardian Park Ave Fund
HCA Securities Inc One Sea Gate Toledo OH 43666 (800) 422-1050 (419) 247-2477	* Harbor Bond Fund * Harbor Growth Fund * Harbor International Fund * Harbor US Equities Fund * Harbor Value Fund
HCS Brokerage Services Inc 59 Maiden Lane New York NY 10038 (800) 729-FUND	Home Govt Securities Fund Home Growth & Income Fund Home High-Yield Bond Fund Home National T-F Fund
Harris Associates LP Two N LaSalle St Chicago IL 60602 (312) 621-0630	+ Acorn Fund
Hartwell Distributors Inc 515 Madison Ave 31st Fl New York NY 10022 (800) 845-8406 (212) 308-3355	+ Hartwell Emerging Growth + Hartwell Growth Fund
Heritage Asset Management Inc 880 Carillon Parkway St Petersburg FL 33716 (813) 573-3800	+ Heritage Capital Apprec Tr + Heritage Convt Inc – Growth Tr
IAI Funds 1100 Dain Tower PO Box 357 Minneapolis MN 55440 (612) 371-2884	* IAI Apollo Fund * IAI Bond Fund * IAI International Fund * IAI Regional Fund * IAI Reserve Fund * IAI Stock Fund

*** No-load fund, + Low-load fund, (No symbol) Load fund, (c) Fund closed to new investment.**

Distributor	Funds
IDS Financial Services Inc PO Box 534 Minneapolis MN 55440 (800) 222-9700 (612) 372-3733	IDS Bond Fund IDS CA T-E Fund IDS Discovery Fund IDS Equity Plus Fund IDS Extra Income Fund IDS Federal Income Fund IDS Global Bond Fund IDS Growth Fund IDS High-Yield T-E Fund IDS Insured T-E Fund IDS International Fund IDS MA T-E Fund IDS MI T-E Fund IDS MN T-E Fund IDS Managed Retirement Fund IDS Mutual IDS NY T-E Fund IDS New Dimensions Fund IDS OH T-E Fund IDS Precious Metals Fund IDS Progressive Fund IDS Selective Fund IDS Stock Fund IDS Strategy – Aggressive Equity IDS Strategy – Equity Fund IDS Strategy – Income Fund IDS Strategy – Pan Pacific Growth IDS T-E Bond Fund IDS Utilities Income Fund
Industry Savings Plans Inc 5990 Greenwood Plaza Blvd Englewood CO 80111 (303) 220-8500	* National Industries Fund
Integrated Resources Capital Svcs Inc 10 Union Square East New York NY 10003 (800) 858-8850 (212) 353-7125	Home Investors Govt Gtd Income Integrated Capital Apprec Integrated Eq Ports – Agg Gwth Port Integrated Equity – Growth Port Integrated Inc Ports – Govt Sec Plus Integrated Income Plus Fund Inc Integrated Income – Conv Sec Port Integrated Income – High-Yield Port Integrated Multi Asset – Total Return Integrated T-F Port – Ins T-F – Stripes Integrated T-F Ports – CA Muni Bond
Investment Trust of Boston Dist Inc 399 Boylston St 10th Fl Boston MA 02117 (800) 888-4823	ITB – World Income Portfolio ITB Growth Opportunities Portfolio ITB High Income Portfolio ITB MA T-F Income Portfolio + ITB – Premium Income Portfolio
Investors Security Co Inc 110 Bank St Suffolk VA 23434 (804) 539-2396	Old Dominion Investors Trust
Ivy Financial Services Inc 40 Industrial Park Rd Hingham MA 02043 (800) 235-3322 (617) 749-1416	* Ivy Growth Fund * Ivy Institutional Investors * Ivy International Fund * Ivy US Government Income Fund
Janus Capital Corp 100 Fillmore St Denver CO 80206 (800) 525-3713 (303) 333-3863	* Janus Flexible Income Fund * Janus Fund * Janus Twenty Fund * Janus Venture Fund
Jefferson-Pilot Investor Svcs Inc PO Box 22086 Greensboro NC 27420 (800) 458-4498 (919) 378-2448	JP Growth Fund JP Income Fund
John Hancock Distributors Inc 101 Huntington Ave Boston MA 02199 (800) 225-5291	JH Hi Inc Trust – Fed Sec Plus Port JH T-E Series Tr – CA Port JH T-E Series Tr – MA Port JH T-E Series Tr – NY Port JH World Tr – Pacific Basin Eqs Port John Hancock Asset Alloc Tr John Hancock Bond Trust John Hancock Global Trust John Hancock Growth Trust John Hancock Hi Inc Tr – Fixed Inc Port John Hancock Special Equities Tr John Hancock T-E Income Trust John Hancock US Govt Gtd Mtges John Hancock US Govt Sec
John Nuveen & Co Inc 333 West Wacker Dr Chicago IL 60606 (312) 917-8200	+ Nuveen CA T-F Fund Inc – Ins Bond Port + Nuveen CA T-F Inc – Special Bond + Nuveen Ins T-F Bond Inc – MA Port + Nuveen Ins T-F Bond Inc – NY Port + Nuveen Ins T-F Bond Inc – Natl + Nuveen Municipal Bond Fund + Nuveen T-F Bond Fund Inc – MA Port + Nuveen T-F Bond Fund Inc – NY Port + Nuveen T-F Bond Fund Inc – OH Port
Jones & Babson Inc 2440 Pershing Rd G-15 Kansas City MO 64108 (800) 4-Babson	* Babson Bond Trust – Port L * Babson Bond Trust – Port S * Babson Enterprise Fund * Babson T-F Income – L-T * Babson T-F Income – S-T * Babson Value Fund * Babson-Stewart Ivory Intl Fund * DL Babson Growth Fund * Shadow Stock Fund * UMB Bond Fund * UMB Qualified Dividend Fund * UMB Stock Fund
Keffer Capital Management Inc 61 Broadway Ste 2770 New York NY 10006 (212) 363-3300	+ Prime Value Govt Income Fund * Prime Value Growth Stock Fund * Prime Value MN Muni Bond Fund Warburg International Fund
Kemper Financial Services Inc 120 South LaSalle St Chicago IL 60603 (800) 621-1148 (312) 781-1121	Kemper Blue Chip Fund Kemper CA T-F Income Fund Kemper Diversified Income Fund Kemper Enhanced Govt Income Fund Kemper Gold Fund Kemper Growth Fund Kemper High-Yield Fund Kemper Income & Cap Preservation Kemper International Fund Kemper Inv Port – Short-Interm Govt Kemper Investment Ports – Div Inc Kemper Investment Ports – Equity Kemper Investment Ports – Govt Plus Kemper Investment Ports – H-Y Port Kemper Investment – Total Return Kemper Municipal Bond Fund Kemper New York T-F Income Fund Kemper Summit Fund Kemper Technology Fund Kemper Total Return Fund Kemper US Govt Securities

* No-load fund, + Low-load fund, (No symbol) Load fund, (c) Fund closed to new investment.

Distributor	Funds
Keystone Distributors Inc 99 High St Boston MA 02110 (800) 633-2896 (617) 338-3400	+ Keystone America Equity Income Fund + Keystone America Fund of Gwth Stock + Keystone America Global Opportun + Keystone America Govt Securities + Keystone America H-Y Bond Fund + Keystone America Investment Grade + Keystone America Omega Fund + Keystone America T-F Income Fund + Keystone America World Bond Fund + Keystone Custodian Series/B-1 + Keystone Custodian Series/B-2 Keystone Custodian Series/B-4 + Keystone Custodian Series/K-1 + Keystone Custodian Series/K-2 + Keystone Custodian Series/S-1 + Keystone Custodian Series/S-3 + Keystone Custodian Series/S-4 + Keystone International Fund + Keystone Precious Metals Holdings + Keystone T-E Trust + Keystone T-F Fund
Kidder Peabody & Co 20 Exchange Place New York NY 10005 (212) 510-5351	Kidder Peabody Equity Income Fund Kidder Peabody Govt Income Fund + Kidder Peabody MarketGuard App Kidder Peabody Special Growth + Kidder Peabody T-F Income – NY + Kidder Peabody T-F Income – National
Kleinwort Benson Investment Strategies 200 Park Ave 24th Fl New York NY 10166 (800) 233-9164 (212) 687-2515	* Kleinwort Benson Global Income Fund * Kleinwort Benson Intl Equity Fund
Landmark Funds Broker-Dealer Svcs Inc Six St James Ave Boston MA 02116 (800) 248-4422 (212) 564-3456	* Landmark Capital Growth Fund * Landmark Growth and Income Fund * Landmark NY T-F Income Fund * Landmark US Govt Income Fund
Lebenthal & Co Inc 25 Broadway New York NY 10004 (800) 221-5822 (212) 425-6116	* Empire Builder T-F Bond Fund
Legg Mason Wood Walker Inc 111 S Calvert St PO Box 1476 Baltimore MD 21203 (800) 822-5544 (800) 638-1107 (301) 539-3400	* Legg Mason Inc Tr – Inv Grd Inc Port * Legg Mason Inc Tr – US Govt Interm * Legg Mason Special Investment Tr * Legg Mason Total Return Trust * Legg Mason Value Trust
Leperq-Istel Trust 345 Park Ave New York NY 10154 (800) 338-1579 (212) 702-0174	* Lepercq-Istel Fund
Lexington Management Corp PO Box 1515 Saddle Brook NJ 07662 (800) 526-0057 (800) 526-0056 (201) 845-7300	+ Lexington Corporate Leaders Tr Fund * Lexington GNMA Income Fund Lexington Global Fund * Lexington Goldfund * Lexington Growth Fund * Lexington Research Fund * Lexington T-E Bond Trust Lexington Technical Strategy Fund
Lincoln Investment Planning Inc The Forst Pavilion Ste 1000 Wyncote PA 19095 (800) 242-1421 (215) 887-8111	Rightime Blue Chip Fund * Rightime Fund Rightime Govt Securities Fund Rightime Growth Fund
Lindner Management Corp 200 South Bemiston Ave St Louis MO 63105 (314) 727-5305	+ Lindner Dividend Fund Inc + Lindner Fund
Lord Abbett & Co General Motors Bldg New York NY 10153 (800) 426-1130 (212) 848-1800	Affiliated Fund Lord Abbett Bond-Debenture Fund Lord Abbett CA T-F Income Fund Lord Abbett Developing Growth Fund Lord Abbett Fundamental Value Fund Lord Abbett Global Fund – Equity Ser Lord Abbett Global Fund – Income Ser Lord Abbett T-F Inc Fund – TX Lord Abbett T-F Income Fund – NY Lord Abbett T-F Income Fund – Natl Lord Abbett US Govt Sec Lord Abbett Value Appreciation
Lutheran Brotherhood Sec Corp 625 Fourth Ave South Minneapolis MN 55415 (800) 328-4552 (US) (800) 752-4208 (MN) (612) 339-8091	Lutheran Brotherhood Fund Lutheran Brotherhood H-Y Fund Lutheran Brotherhood Income Fund Lutheran Brotherhood Muni Bond
MGF Distributors Inc 700 Dixie Terminal Building Cincinnati OH 45202 (800) 354-0436 (US) (800) 582-7396 (OH) (513) 629-2000	Financial Independence Trust – Growth + Financial Independence – US Govt Sec + Financial Independence – US Treas Alloc + Midwest Group T-F Trust – Interm Term + Midwest Group T-F Trust – OH Long-Term + Midwest Inc Tr – Interm Term Govt
MIMLIC Sales Corp 400 N Robert St St Paul MN 55101 (612) 228-4833	MIMLIC Asset Allocation Fund MIMLIC Fixed Income Sec Fund MIMLIC Investors Fund I MIMLIC Mortgage Sec Income
MMA Services 4922 Fairmont Ave 3rd Fl Bethesda MD 20814 (800) 343-3355 (301) 657-1500	* American Gas Index Fund * Rushmore Fund For T-F Investors – Interm * Rushmore Fund For T-F Investors – L-T * Rushmore Fund – OTC Index Plus * Rushmore Fund – Stock Mkt Index Plus * Rushmore Fund – US Government Sec * Rushmore US Govt Sec – L-T
MML Investors Services Inc One Financial Plaza Springfield MA 01103 (800) 451-1713 (US) (800) 322-0371 (MA)	Massmutual Balanced Fund Massmutual Capital Apprec Fund + Massmutual Corporate Cash Fund Massmutual Investment Grade Bond Fund Massmutual T-E Bond Fund Massmutual US Govt Securities Fund Massmutual Value Stock Fund
Mairs & Power Inc W-2062 1st Bank Bldg St Paul MN 55101 (612) 222-8478	* Mairs & Power Growth Fund * Mairs & Power Income Fund
Mariner Funds Services 800 W Hillsboro Blvd Ste 300 Deerfield Beach FL33441 (800) 634-2536 (305) 421-8878	See tables 5, 6

* No-load fund, + Low-load fund, (No symbol) Load fund, (c) Fund closed to new investment.

Distributor	Funds
Massachusetts Financial Services Co 500 Boylston St Boston MA 02116 (800) 622-4273	Lifetime Capital Growth Trust Lifetime Dividends Plus Trust Lifetime Emerging Growth Trust Lifetime Global Equity Trust Lifetime Gold & Precious Metals Trust Lifetime Govt Income Plus Trust Lifetime High Income Trust Lifetime Interm Income Trust Lifetime Managed Muni Bond Trust Lifetime Managed Sectors Trust Lifetime Quality Bond Trust MFS Government Premium Account MFS Govt Guaranteed Securities Trust MFS Govt Securities H-Y Trust MFS Managed CA Muni Bond Trust MFS Managed H-Y Muni Bond Fund MFS Managed Municipal Bond Fund MFS Managed Sectors Trust MFS Mgd M-S Muni Bond Tr – MA MFS Mgd M-S Muni Bond Tr – MD MFS Mgd M-S Muni Bond Tr – NC MFS Mgd M-S Muni Bond Tr – SC MFS Mgd M-S Muni Bond Tr – VA MFS Mgd M-S Muni Bond Tr – WV MFS Mgd M-S Muni Bond – GA MFS Mgd M-S Muni Bond – NJ MFS Mgd M-S Muni Bond – NY MFS Mgd M-S Muni Bond – OH MFS Mgd M-S Muni Bond – TN Mass Investors Growth Stock Fund Massachusetts Capital Development Massachusetts Emerging Growth Stock Massachusetts Finl Bond Fund Massachusetts Finl Development Fund Massachusetts Finl Hi Inc Trust II Massachusetts Finl High Income Trust Massachusetts Finl Intl Trust – Bond Massachusetts Finl Special Fund Massachusetts Finl Total Rtn Trust Massachusetts Investors Trust * Vista Capital Growth Fund * Vista Growth & Income Fund * Vista NY T-F Income Fund * Vista T-F Income Fund * Vista US Govt Income Fund
Mathers & Co 100 Corporate North Bannockburn IL 60015 (800) 962-FUND (708) 295-7400	* Mathers Fund
Merrill Lynch Funds Dist Inc PO Box 9011 Princeton NJ 08543 (609) 282-2800	ML Basic Value Fund + ML CA Muni Bond Fd – CA Muni Ser Tr ML Capital Fund + ML Corp Bond Fund – High Quality Port + ML Corp Bond – High Income Port + ML Corp Bond – Interm Term Port + ML Corporate Dividend Fund + ML Equi-Bond I Fund + ML EuroFund ML Federal Sec Tr + ML Fund for Tomorrow * ML Global Alloc Fund Class A ML Global Alloc Fund Class B + ML Global Convertible Fund ML International Holdings + ML Muni Bond Fund – H-Y Port + ML Muni Bond Fund – Ins Port + ML Muni Bond Fund – Ltd Mat + ML Muni Income – Muni + ML NY Muni Bond Fund + ML Natrl Res Trust ML Pacific Fund ML Phoenix Fund + ML Retirement Equity Fund + ML Retmt Ben Inv Prog – Full Inv Port + ML Retmt Global Bond + ML Retmt/Income Fund ML Special Value Fund * ML Strategic Dividend Fund Class A ML Strategic Dividend Fund Class B Sci/Tech Holdings
MetLife-State Street Investment Svcs Inc One Financial Center Boston MA 02111 (800) 882-0052 (617) 348-2000	MetLife-State Street Cap App MetLife-State Street Equity Income MetLife-State Street Equity Invt * MetLife-State Street Govt Income Fund MetLife-State Street Govt Securities MetLife-State Street High Income MetLife-State Street T-E Fund MetLife-State Street Managed Assets
MidAmerica Management Corp 4333 Edgewood Rd NE Cedar Rapids IA 52499 (800) 288-2346 (319) 398-8833	MidAmerica High Growth MidAmerica High-Yield Fund MidAmerica Mutual Fund MidAmerica T-E
Mitchell Hutchins Asset Mgmt Inc 1285 Ave of the Americas New York NY 10019 (800)544-9300	Master Energy/Utility Fund Master Global Income PaineWebber CA T-E Income PaineWebber Fixed Income Port – H-Y PaineWebber Asset Allocation PaineWebber Classic Atlas PaineWebber Classic Growth PaineWebber Classic Growth & Income + PaineWebber Classic H-Y Muni Fund PaineWebber Fixed Inc – Invest Grade PaineWebber Fixed Income Port – GNMA PaineWebber Master Growth PaineWebber Master Income PaineWebber T-E Income
Morgan Keegan Southern Capital Fund 50 N Front St Memphis TN 38103 (901) 579-4228	+ Morgan Keegan Southern Cap Fund
Murphey Favre Inc 801 Riverside Ave 9th Fl Spokane WA 99201 (800) 543-8072 (509) 353-3400	+ Composite Bond & Stock Fund + Composite Growth Fund + Composite Income Fund Composite Northwest 50 Index Fund + Composite T-E Bond Fund + Composite US Govt Securities
Mutual Benefit Financial Service Co 290 Westminster St Providence RI 02903 (800) 333-4726 (401) 751-8600	Mutual Benefit Fund
Mutual Series Fund Inc 51 John F Kennedy Pkwy Short Hills NJ 07078 (800) 858-3013 (800) 448-FUND (800) 553-3014	* Mutual Beacon Fund * Mutual Qualified Fund (c) * Mutual Shares Fund (c)
Mutual of Omaha Fund Mgmt Co 10235 Regency Circle Omaha NE 68114 (800) 228-9596 (US) (800) 642-8112 (NE)	* Mutual of Omaha America Fund Mutual of Omaha Growth Fund Mutual of Omaha Income Fund Mutual of Omaha T-F Income Fund
National Securities & Research Corp Two Pickwick Plaza Greenwich CT 06830 (800) 223-7757 (203) 863-5600	National Aggressive Growth Fund National Bond Fund National CA T-E Bonds National Federal Securities Trust National Real Estate Stock Fund National Stock Fund National Strategic Allocation Fund National T-E Bonds National Total Income Fund National Total Return Fund
Nationwide Financial Svcs Inc One Nationwide Plaza Columbus OH 43216 (800) 848-0920 (US) (800) 282-1440 (OH) (614) 249-6969 (Columbus)	Nationwide Bond Fund Nationwide Fund Nationwide Growth Fund Nationwide T-F Fund

* No-load fund, + Low-load fund, (No symbol) Load fund, (c) Fund closed to new investment.

Distributor	Funds
Neuberger & Berman Management Inc 342 Madison Ave New York NY 10173 (800) 877-9700 (800) 225-1596 (212) 850-8300	* Neuberger & Berman Genesis Fund * Neuberger & Berman Guardian Fund * Neuberger & Berman Ltd Mat Bond * Neuberger & Berman Manhattan Fund * Neuberger & Berman Muni Sec Tr * Neuberger & Berman Partners Fund * Neuberger & Berman Sel Sect + Energy
New England Securities I 399 Boylston St Boston MA 02116 (800) 343-7104 (617) 267-6600	New England Bond Income Fund New England Equity Income Fund New England Global Govt Sec New England Government Sec New England Growth Fund New England Retirement Equity Fund New England T-E Income
New England Securities II 399 Boylston St Boston MA 02116 (800) 345-4048 (617) 578-1333	* Loomis Sayles Cap Development (c) * Loomis Sayles Mutual Fund
Newton Funds 330 East Kilbourn Ave Milwaukee WI 53202 (800) 247-7039 (US) (800) 242-7229 (WI) (414) 347-1141 (Milwaukee)	* Newton Growth Fund * Newton Income Fund
Nicholas Co Inc 700 North Water St #1010 Milwaukee WI 53202 (414) 272-6133	* Nicholas Fund * Nicholas II * Nicholas Income Fund * Nicholas Limited Edition
Nomura Securities International Inc 180 Maiden Lane New York NY 10038 (800) 833-0018	* Nomura Pacific Basin Fund
Northeast Mgmt & Research Co Inc 50 Congress St Rm 1000 Boston MA 02109 (800) 225-6704 (617) 523-3588	* Northeast Investors Growth Fund * Northeast Investors Trust
Ohio Co (The) 155 E Broad St Columbus OH 43215 (800) 282-9446 (614) 464-6817	Cardinal Fund Cardinal Govt Guaranteed Fund
One Hundred Fund 899 Logan St #211 Denver CO 80203 (303) 837-1020 (800) 333-1001	* One Hundred & One Fund * One Hundred Fund
Oppenheimer Fund Management Inc Two World Trade Center New York NY 10048 (800) 525-7048 (800) 356-3556 (303) 671-3200 (Denver) (212) 323-0200 (NY)	Champion High-Yield Fund – USA Constitution Funds – Equity Inc Fund Constitution Funds – High-Yield Fund Constitution Funds – T-E Income Constitution Funds – US Govt Fund Main Street Funds – Asset Alloc Main Street Funds – Govt Sec Main Street Funds – Income & Growth Main Street Funds – T-F Income Oppenheimer Asset Alloc Fund Oppenheimer Blue Chip Fund Oppenheimer CA T-E Fund Oppenheimer Directors Fund Oppenheimer Equity Income Fund Oppenheimer Fund Oppenheimer GNMA Fund Oppenheimer Global Bio-Tech Fund Oppenheimer Global Fund Oppenheimer Gold & Spec Minerals Oppenheimer High-Yield Fund Oppenheimer NY T-E Fund Oppenheimer Ninety-Ten Fund Oppenheimer OTC Fund Oppenheimer Premium Income Fund Oppenheimer Regency Fund Oppenheimer Special Fund Oppenheimer T-F Bond Fund Oppenheimer Target Fund Oppenheimer Time Fund Oppenheimer Total Return Fund Oppenheimer US Govt Trust Fund
Pacific Equities Network 700 Newport Center Dr 5th Fl Newport Beach CA 92660 (800) 443-6915 (714) 760-4867	* PIMIT – Growth Stock * PIMIT – Low Duration * PIMIT – Short-Term * PIMIT – Total Return
Pacific Financial Research 9601 Wilshire Blvd Ste 828 Beverly Hills CA 90210 (800) 776-5033 (213) 278-4461	* Clipper Fund
Parnassus Financial Management 244 California St Ste 400 San Francisco CA 94111 (415) 362-3505	+ Parnassus Fund
Pax World Management Corp 224 State St Portsmouth NH 03801 (603) 431-8022	* Pax World Fund
Penn Square Management Corp PO Box 1419 Reading PA 19603 (800) 523-8440 (US) (800) 222-7506 (PA) (215) 670-1031	Penn Square Mutual Fund William Penn PA T-F Port William Penn Quality Income Port William Penn US Govt Sec Port
Pennsylvania Mutual Fund Inc 1414 Ave of the Americas New York NY 10019 (800) 221-4268 (212) 355-7311 (212) 355-7312	+ Pennsylvania Mutual Fund
Phoenix Equity Planning Corp 100 Bright Meadow Blvd Enfield CT 06082 (800) 243-4361	Phoenix Balanced Fund Phoenix Convertible Fund Phoenix Growth Fund Series Phoenix High Quality Phoenix High-Yield Phoenix Stock Fund Series Phoenix T-E Bond Fund Phoenix Total Return Phoenix US Government Fund

* No-load fund, + Low-load fund, (No symbol) Load fund, (c) Fund closed to new investment.

Distributor	Funds
Pilgrim Group (The) 10100 Santa Monica Blvd Los Angeles CA 90067 (800) 334-3444	+ Pilgrim Corporate Investors Pilgrim GNMA Fund Pilgrim High-Yield Trust Pilgrim MagnaCap Fund + Pilgrim Preferred Fund
Pioneer Funds Distributor Inc 60 State St Boston MA 02109 (800) 622-0181 (800) 622-0180 (800) 622-0176 (800) 225-6292	Pioneer Bond Fund Pioneer Fund Pioneer II Pioneer Municipal Bond Fund Pioneer Three Pioneer US Govt Trust
Pioneer Western Distributors Inc PO Box 5068 Clearwater FL 34618 (800) 237-3055	Idex Total Income Trust Idex Fund (c) Idex Fund III Idex II (c)
Piper Jaffray & Hopwood Inc Piper Capital Tower Minneapolis MN 55402 (800) 333-6000 (612) 342-6406	+ Piper Jaffray Balanced Fund + Piper Jaffray Govt Income Fund + Piper Jaffray Sector Performance + Piper Jaffray Value Fund
Prescott Ball & Turben Inc 230 West Monroe St Chicago IL 60606 (800) 553-5533 (312) 641-7862	* Selected American Shares * Selected Govt Total Return Fund * Selected Special Shares
Princor Financial Services Corp 711 High St Des Moines IA 50309 (800) 247-4123 (515) 247-5711	Princor Agg Growth Fund Inc Princor Bond Fund Princor Capital Accumulation Fund Princor Govt Sec Income Fund Princor Growth Fund Princor High-Yield Fund Princor Managed Fund Princor T-E Bond Fund
Prudential Mutual Fund Dist Inc One Seaport Plaza New York NY 10292 (800) 225-1852 (NJ) (212) 214-3334 (NY) (201) 417-7555 (collect)	P-B FlexiFund/Aggressively Managed P-B FlexiFund/Conserv Mgd P-B IncomeVertible Plus Fund Prudential-Bache CA Muni Fund Prudential-Bache Equity Fund Prudential-Bache Equity Income Prudential-Bache GNMA Fund Prudential-Bache Global Fund Prudential-Bache Govt Plus Fund * Prudential-Bache Govt Sec – Interm Prudential-Bache Growth Opportun Prudential-Bache High-Yield Prudential-Bache Muni Series – AZ Prudential-Bache Muni Series – GA Prudential-Bache Muni Series – MA Prudential-Bache Muni Series – MD Prudential-Bache Muni Series – MI Prudential-Bache Muni Series – MN Prudential-Bache Muni Series – NC Prudential-Bache Muni Series – NY Prudential-Bache Muni Series – OH Prudential-Bache Muni Series – OR Prudential-Bache Natl Munis Fund Prudential-Bache Option Growth Fund Prudential-Bache Research Fund Prudential-Bache US Govt Fund Prudential-Bache Utility Fund
Putnam Financial Services Inc One Post Office Square Boston MA 02109 (800) 225-1581	George Putnam Fund of Boston Putnam CA T-E Income Fund Putnam Capital Preservation/Inc Tr Putnam Convertible Income/Growth + Putnam Corp Cash Tr Adj Rate Pref + Putnam Corp Cash Tr Div Strat Putnam Energy – Resources Trust Putnam Fund for Growth & Income Putnam GNMA Plus Trust Putnam Global Governmental Inc Tr Putnam Health Sciences Trust Putnam High Income Govt Trust Putnam High-Yield Trust Putnam High-Yield Trust II Putnam Income Fund Putnam Info Sciences Trust Putnam Intl Equities Fund Putnam Investors Fund + Putnam MA T-E Income Fund + Putnam MI T-E Income Fund + Putnam MN T-E Income Fund Putnam NY T-E Income Fund + Putnam OH T-E Income Fund Putnam OTC Emerging Growth Fund Putnam Option Income Trust Putnam Option Income Trust II Putnam T-E Income Fund Putnam T-F High-Yield Fund Putnam T-F Insured Fund Putnam US Govt Gtd Sec Income Putnam Vista Basic Value Putnam Voyager Fund
Quest Distributors Inc 1414 Ave of the Americas New York NY 10019 (212) 355-7311 (800) 221-4268	+ Royce Fund – Income Series + Royce Fund – Total Return Series + Royce Fund – Value Series
Quest for Value Distributors Oppenheimer Tower 7th Fl New York NY 10281 (800) 232-FUND (800) 533-4498 (212) 667-7587	Quest For Value Fund Quest for Value – Asset Alloc Port Quest for Value – Fixed Inc Port Quest for Value – Small Capitaliz
R Meeder & Assoc Inc 6000 Memorial Dr Dublin OH 43017 (800) 325-3539 (614) 766-7000	* Flex-funds Bond Fund * Flex-funds Growth Fund * Flex-funds Income & Growth Fund * Muirfield Fund
RW Baird Inc 777 E Wisconsin Ave Milwaukee WI 53202 (800) 792-2473 (414) 765-3500	Baird Blue Chip Fund Baird Capital Development Fund
Rainbow Fund Inc 19 Rector St New York NY 10006 (212) 509-8532	* Insider Reports * Rainbow Fund
Resrv Partners Inc 810 Seventh Ave New York NY 10019 (800) 223-5547 (212) 977-9880	* Reserve Equity Tr – Contrarian * Reserve Equity Tr – Growth Port
Review Management Corp 275 Commerce Dr Ste 228 Fort Washington PA 19034 (800) 523-2578 (215) 643-2510	European Emerging Companies Fund OTC Securities Fund
Rochester Fund Distributors 379 Park Ave Rochester NY 14607 (716) 442-5507	+ Rochester Convertible + Rochester Fund Municipals + Rochester Growth Fund Rochester Tax Managed Fund
Ruane Cunniff & Co Inc 1370 Ave of the Americas New York NY 10019 (212) 245-4500	* Sequoia Fund (c)

* No-load fund, + Low-load fund, (No symbol) Load fund, (c) Fund closed to new investment.

Distributor	Funds
SAFECO Securities Inc PO Box 34890 Seattle WA 98124 (800) 426-6730 (206) 545-5530	* SAFECO CA T-F Income Fund * SAFECO Equity Fund * SAFECO Growth Fund * SAFECO High-Yield Bond Fund * SAFECO Income Fund * SAFECO Interm-Term Bond Fund * SAFECO Municipal Bond Fund * SAFECO US Govt Securities
SBSF Funds Inc 45 Rockefeller Plaza New York NY 10111 (212) 903-1200	* SBSF Growth Fund
Schield Securities Inc 390 Union Blvd Ste 410 Denver CO 80228 (800) 826-8154	+ Schield Port Series – AGG GROWTH + Schield Port Series – H-Y BOND + Schield Port Series – VALUE PORT + Schield Timed Asset Alloc Fund
Scudder Fund Distributors Inc 175 Federal St Boston MA 02110 (800) 225-2470	* AARP Capital Growth * AARP GNMA * AARP General Bond * AARP Growth & Income * AARP Ins T-F Genl Bond * AARP Ins T-F Short Bond * International Bond Fund * Scudder CA T-F Fund * Scudder Capital Growth Fund * Scudder Development Fund * Scudder Equity Income Fund * Scudder GNMA * Scudder Global Fund * Scudder Gold Fund * Scudder Growth & Income Fund * Scudder H-Y T-F Fund * Scudder Income Fund * Scudder International Fund * Scudder Japan Fund * Scudder MA T-F Fund * Scudder Managed Muni Bond Fund * Scudder NY T-F Fund * Scudder Ohio T-F Fund * Scudder PA T-F Fund * Scudder Short-Term Bond * Scudder T-F Target Fund – 1990 * Scudder T-F Target Fund – 1993 * Scudder T-F Target Fund – 1996 * Scudder Target Zero-Coupon 1990 * Scudder Target Zero-Coupon 1995 * Scudder Target Zero-Coupon 2000
Seafirst Bank PO Box 84248 Seattle WA 98124 (800) 323-9919 (206) 358-6234	See tables 5, 6
Secura Investments 2401 S Memorial Dr Appleton WI 54915 (800) 426-5975 (414) 739-3161	+ Secural Fixed Income Fund + Secural Government Bond Fund + Secural Municipal Bond Fund + Secural Special Equity Fund + Secural Stock Fund
Securities Mgmt & Research Inc Two Moody Plaza Galveston TX 77550 (800) 231-4639 (US) (800) 392-9753 (TX) (409) 763-2767 (409) 763-8953 (FAX)	American National [illegible]owth Fund American Natio[illegible]come Fund Triflex Fund
Security Distributors Inc 700 Harrison St Topeka KS 66636 (800) 888-2461 (913) 295-3127	Security Action Fund Security Equity Fund Security Income Fund – Corporate Security Income Fund – High-Yield Security Income Fund – US Govt Security Investment Fund Security Omni Fund Security T-E Fund Security Ultra Fund
SEI Financial Svcs Co 680 East Swedesford Rd Wayne PA 19087 (800) 345-1151	See tables 5, 6
Seligman Marketing Inc One Bankers Trust Plaza New York NY 10006 (800) 221-2450 (US) (800) 522-6869 (NYS) (212) 488-0200 (NYC)	Seligman CA T-E High-Yield Ser Seligman CA T-E Quality Ser Seligman Capital [illegible]nd Seligman Common Stock Fund Seligman Communication/Info Seligman Growth Fund Seligman High Inc – High-Yield Seligman High Inc – Sec Mtge Income Seligman High Inc – US Govt Gtd Seligman Income Fund Seligman PA T-E Fund – Quality Ser Seligman T-E Fund Series – CO Seligman T-E Fund Series – FL Seligman T-E Fund Series – GA Seligman T-E Fund Series – LA Seligman T-E Fund Series – MA Seligman T-E Fund Series – MD Seligman T-E Fund Series – MI Seligman T-E Fund Series – MN Seligman T-E Fund Series – MO Seligman T-E Fund Series – NY Seligman T-E Fund Series – Natl Seligman T-E Fund Series – OH Seligman T-E Fund Series – OR Seligman T-E Fund Series – SC
Sentry Equity Services Inc 1800 North Point Dr Stevens Point WI 54481 (800) 533-7827	Sentry Fund
Shearson Lehman Hutton Inc I 31 West 52nd St New York NY 10019 (212) 528-2744	American Telecomm Tr Growth American Telecomm Tr Income SLH Aggressive Growth Fund SLH Appreciation Fund SLH CA Municipals Fund SLH Convertible Portfolio SLH Fundamental Value Fund SLH Global Bond Portfolio SLH Global Opportunities SLH Growth & Opportunity Port SLH High Income Portfolio SLH High-Yield Fund SLH Interm-Term Govt Port SLH International Portfolio SLH MA Municipals Fund SLH MI Municipals Fund SLH Managed Governments Fund SLH Managed Municipals Fund SLH Mortgage Portfolio + SLH Mult Opportunities SLH NJ Municipals Fund SLH NY Municipals Fund SLH OH Municipals Fund SLH Option Income Portfolio SLH Precious Metals & Minerals SLH Principal Return Fund (c) SLH Sector Analysis Portfolio SLH Strategic Investors Portfolio SLH T-E Income Portfolio SLH Utilities Portfolio Shearson Lehman Small Capitalization
Shearson Lehman Hutton Inc II 31 West 52nd St 15th Fl New York NY 10019 (212) 767-2500	SLH AZ Municipals Fund SLH Basic Value Portfolio SLH Convertible Securities Fund SLH European Portfolio SLH Global Equity Portfolio SLH Govt Securities Port SLH Growth Portfolio SLH Investment Grade Bond Port SLH Pacific Portfolio SLH Precious Metals Portfolio SLH Special Equities Portfolio
Shearson Lehman Hutton Inc III American Express Towers New York NY 10285 (800) 221-5350 (212) 668-8578	Lehman Capital Fund Lehman Investors Fund * Lehman Opportunity Fund

*** No-load fund, + Low-load fund, (No symbol) Load fund, (c) Fund closed to new investment.**

Distributor	Funds
Sheffield Investments Inc 41 Madison Ave 24th Fl New York NY 10010 (800) 922-7771 (212) 779-7979	* Blanchard Precious Metals Fund * Blanchard Strategic Growth Fund
Sherman Dean Fund Inc 6061 NW Expressway Ste 465 San Antonio TX 78201 (512) 735-7700 (800) 247-6375	* Sherman Dean Fund
Sigma Investor Service Inc 3801 Kennett Pike C-200 Greenville DE 19807 (800) 441-9490 (302) 652-3091	ISI Growth Fund ISI Trust Shares Sigma Capital Shares Sigma Income Shares Sigma Investment Shares Sigma PA T-F Trust Sigma Special Fund Sigma T-F Bond Fund Sigma Trust Shares Sigma US Government Sigma Value Shares Sigma Venture Shares Sigma World Fund
Signature Broker Dealer Svcs 6 St James Ave 9th Fl Boston MA 02116 (800) 638-1896 (212) 541-3939	+ Fund Trust Aggressive Growth Fund + Fund Trust Growth & Income Fund + Fund Trust Growth Fund + Fund Trust Income Fund
Sit Investment Associates Inc 90 S 7th St Ste 4600 Minneapolis MN 55402 (800) 332-5580 (612) 332-3223	* Sit "New Beginning" Growth Fund * Sit "New Beginning" Inc & Growth * Sit "New Beginning" Investmt Res * Sit "New Beginning" T-F Income * Sit "New Beginning" US Govt Sec
Smith Barney Harris Upham & Co Inc 1345 Ave of the Americas New York NY 10105 (212) 698-6000	+ Muni Bond Fund – CA Portfolio + Muni Bond Fund – NY Portfolio + Muni Bond Fund – National Port Smith Barney Equity Funds – Equity Smith Barney Funds – Income/Growth + Smith Barney – Income Ret Acct Port + Smith Barney – US Govt Sec Port
SoGen Securities Corp 767 Fifth Ave New York NY 10153 (800) 334-2143 (212) 832-6363	+ SoGen International Fund
Sovereign Advisers Inc 985 Old Eagle School Rd Ste 515A Wayne PA 19087 (215) 254-0703	Sovereign Investors
State Bond Sales Corp 100-106 N Minnesota St New Ulm MN 56073 (800) 328-4735 (507) 354-2144	State Bond Common Stock Fund State Bond Diversified Fund State Bond MN T-F Income Fund State Bond Progress Fund State Bond T-E Fund State Bond US Govt Sec Fund
State Farm Investment Mgmt Corp One State Farm Plaza Bloomington IL 61710 (309) 766-2029	* State Farm Balanced Fund * State Farm Growth Fund * State Farm Interim Fund * State Farm Muni Bond Fund
Stein Roe & Farnham Inc PO Box 1143 Chicago IL 60690 (800) 338-2550	* SteinRoe Capital Opportun Fund * SteinRoe Governments Plus * SteinRoe Growth & Income Fund * SteinRoe High-Yield Munis * SteinRoe Income Fund * SteinRoe Intermediate Munis * SteinRoe Intl Growth Fund * SteinRoe Managed Bonds * SteinRoe Managed Municipals * SteinRoe Prime Equities * SteinRoe Special Fund * SteinRoe Stock Fund * SteinRoe Total Return Fund
Stephens Inc 114 East Capitol Ave Little Rock AR 72201 (501) 377-2569	See tables 5, 6
Strategic Distributors Inc 2030 Royal Lane Dallas TX 75229 (800) 527-5027 (US) (214) 484-1326	Strategic Gold & Minerals Fund Strategic Investments Strategic Silver Fund
Stratton Management Co 610 W Germantown Pike Ste 361 Plymouth Meeting PA 19462 (800) 634-5726 (215) 941-0255	* Stratton Growth Fund * Stratton Monthly Dividend Shares
Strong/Corneliuson Capital Mgmt Inc 100 Heritage Reserve Milwaukee WI 53201 (800) 368-3863 (414) 359-3400	* Strong Advantage Fund + Strong Discovery Fund * Strong Govt Securities Fund * Strong Income Fund + Strong Investment Fund * Strong Municipal Bond Fund + Strong Opportunity Fund * Strong Short-Term Bond Fund + Strong Total Return Fund
T Rowe Price Associates Inc 100 East Pratt St Baltimore MD 21202 (800) 638-5660 (301) 547-2308	* New America Growth Fund * T Rowe Price CA T-F Bond Fund * T Rowe Price Equity – Income Fund * T Rowe Price GNMA Fund * T Rowe Price Growth Stock Fund * T Rowe Price Growth and Income * T Rowe Price High-Yield Fund * T Rowe Price International Bond * T Rowe Price International Stock * T Rowe Price Intl Discovery * T Rowe Price MD T-F Bond Fund * T Rowe Price NY T-F Bond Fund * T Rowe Price New Era Fund * T Rowe Price New Horizons * T Rowe Price New Income Fund * T Rowe Price Short-Term Bond Fund * T Rowe Price Small – Cap Value Fund * T Rowe Price T-F High-Yield Fund * T Rowe Price T-F Income Fund * T Rowe Price T-F Short-Interm * TRP Capital Appreciation Fund * TRP Science & Tech Fund
TBC Funds Distributor Inc 20 Cabot Rd Medford MA 02155 (800) 225-5267 (800) 221-7930	* Boston Co Capital Apprec Fund * Boston Co GNMA Fund * Boston Co MA T-F Bond Fund * Boston Co Managed Income * Boston Co Muni T-F Bond Fund * Boston Co Special Growth Fund
Templeton Funds Distributor Inc PO Box 33030 St Petersburg FL 33733 (800) 237-0738	Templeton Foreign Fund Templeton Global Templeton Growth Fund Templeton Income Fund Templeton World Fund
Thomson McKinnon Asset Mgmt 1 State St Plaza New York NY 10004 (800) 628-1237 (212) 482-5894	Thomson McKinnon Conv Sec Thomson McKinnon Global Fund Thomson McKinnon Growth Fund Thomson McKinnon Income Fund Thomson McKinnon Opportunity Fund Thomson McKinnon Prec Metals Fund Thomson McKinnon T-E Fund Thomson McKinnon US Govt Fund

* No-load fund, + Low-load fund, (No symbol) Load fund, (c) Fund closed to new investment.

Distributor	Funds
Transamerica Fund Distributors Inc 1000 Louisiana Ste 6000 Houston TX 77002 (713) 751-2400	Lowry Market Timing Fund + Transamerica Govt Income Trust Transamerica Govt Sec Trust Transamerica Growth & Income Fund Transamerica Investment Quality Bond * Transamerica Premium Limited Term Transamerica Special Blue Chip Transamerica Special Convertible Sec Transamerica Special Emerging Growth Transamerica Special Global Growth Transamerica Special Govt Income Fund Transamerica Special H-Y Bond Transamerica Special H-Y T-F Transamerica Special Natrl Resource Transamerica Sunbelt Growth Fund Transamerica T-F Income Transamerica Technology Fund
Trusteed Funds Inc One Winthrop Square Boston MA 02110 (800) 343-2902 (US) (800) 462-1199 (MA) (617) 482-6500	Commonwealth Growth Fund Commonwealth Inv Trust Balanced Fund
Tucker Anthony Mgmt/Freedom Dist Corp One Beacon St 4th Fl Boston MA 02108 (800) 225-6258 (800) 392-6037 (800) 762-1300 (617) 523-3170	+ Freedom Equity Value Fund + Freedom Gold & Govt Trust + Freedom Government Plus Fund + Freedom Managed T-E + Freedom Regional Bank Fund
Twentieth Century Investors Inc PO Box 419200 Kansas City MO 64112 (800) 345-2021 (816) 531-5575	* Twentieth Century Balanced Investors * Twentieth Century Giftrust Investors * Twentieth Century Growth Investors * Twentieth Century Heritage Investors * Twentieth Century Long-Term Bond * Twentieth Century Select Investors * Twentieth Century T-E Interm Bond * Twentieth Century T-E Long-Term * Twentieth Century US Governments * Twentieth Century Ultra Investors * Twentieth Century Vista Investors
US League Securities Inc 111 E Wacker Dr Chicago IL 60601 (312) 644-3100	Advance America Corporate Bond Fund Advance America GNMA Mtge Sec Fund Advance America T-F Bond Fund Advance America US Govt Sec Fund
USAA Investment Mgmt Co USAA Building San Antonio TX 78288 (800) 531-8000 (512) 498-8000	* USAA Aggressive Growth Fund * USAA Balanced Portfolio Fund * USAA Cornerstone Fund * USAA Gold Fund * USAA Growth Fund * USAA High-Yield Fund * USAA Income Fund * USAA Income Stock Fund * USAA Intermediate-Term Fund * USAA International Fund * USAA Short-Term Fund * USAA T-E CA Bond Fund
UST Securities Inc 555 S Flower St #2710 Los Angeles CA 90071 (800) 233-1136 (213) 488-0686	UST Master International Fund UST Master T-E – Interm Term Fund UST Master T-E – Long-Term Fund UST Master – Equity Fund UST Master – Income & Growth Fund UST Master – Managed Income Fund
Unified Management Corp 429 N Pennsylvania Ave Indianapolis IN 46204 (800) 862-7283	* PPT – Aggessuve Growth * PPT – Government Securities * PPT – High-Yield * PPT – International * PPT – Timed Equity * PPT – Total Return * Unified Growth Fund * Unified Income Fund * Unified Muni Fund – General Port * Unified Muni Fund – IN Port * Unified Mutual Shares
United Services Advisors Inc PO Box 29467 San Antonio TX 78229 (800) 873-8637 (512) 523-2453	+ Prospector Fund * US GNMA Fund * US Gold Shares Fund * US Good & Bad Times * US Growth Fund * US Income Fund + US LoCap Fund + US New Prospector Fund * US Real Estate Fund * US T-F Fund
Valley Forge Fund Inc 1375 Anthony Wayne Dr Wayne PA 19087 (800) 548-1942 (215) 688-6839	* Valley Forge Fund
Value Line Securities Inc 711 Third Ave New York NY 10017 (800) 223-0818	* Value Line Agg Income Tr * Value Line Convertible Fund * Value Line Fund * Value Line Income Fund * Value Line Lvgd Gwth Investors * Value Line NY T-E Trust * Value Line Special Situations * Value Line T-E Fund – H-Y * Value Line US Govt Sec
Van Eck Securities Corp 122 East 42nd St 42nd Fl New York NY 10168 (800) 221-2220 (212) 687-5201	International Investors Van Eck Gold/Resources Fund Van Eck World Income Fund Van Eck World Trends Fund
Van Kampen Merritt 1001 Warrenville Rd Lisle IL 60532 (800) 225-2222	Van Kampen Merritt CA Ins T-F Fund Van Kampen Merritt Gwth and Inc Van Kampen Merritt High-Yield Van Kampen Merritt Ins T-F Inc Van Kampen Merritt PA T-F Income Van Kampen Merritt T-F High Inc Van Kampen Merritt US Govt Fund

*** No-load fund, + Low-load fund, (No symbol) Load fund, (c) Fund closed to new investment.**

Distributor	Funds
Vanguard Group Inc PO Box 2600 Valley Forge PA 19482 (800) 662-7447 (800) 662-2739	* Explorer Fund (c) * Explorer II Fund * Primecap Fund * Trustees' Commingled Fund – Intl * Trustees' Commingled Fund – US * Vanguard Adjustable Rate Prefd * Vanguard Asset Allocation * Vanguard Bond Market * Vanguard CA T-F Fund – Ins L-T Port * Vanguard Convertible Sec Fund * Vanguard Equity Income * Vanguard Fixed Inc Sec S-T Govt Bond * Vanguard Fixed Income Sec H-Y * Vanguard Fixed Income Sec S-T Port * Vanguard Fixed Income Sec – GNMA * Vanguard Fixed Income Sec – Invt Grd * Vanguard Fixed Income Sec – US Treas * Vanguard H-Y Stock Fund (c) * Vanguard Index Tr 500 Portfolio * Vanguard Index Tr – Extended Mkt Port * Vanguard Muni Bond Fund H-Y * Vanguard Muni Bond Fund L-T * Vanguard Muni Bond Fund S-T * Vanguard Muni Bond Fund – Ins L-T * Vanguard Muni Bond Fund – Interm * Vanguard Muni Bond – Ltd Term * Vanguard NJ T-F Fund – Ins L-T * Vanguard NY T-F Fund – Ins L-T * Vanguard PA T-F Fund – Ins L-T * Vanguard Preferred Stock Fund * Vanguard Quantitative Ports * Vanguard Small Capitalization Stock + Vanguard Spec Port – Energy + Vanguard Spec Port – Gold/Prec Metl + Vanguard Spec Port – Health Care + Vanguard Spec Port – Service Econ + Vanguard Spec Port – Technology * Vanguard Star Fund * Vanguard World Fund – Intl Growth * Vanguard World Fund – US Growth * WL Morgan Growth Fund * Wellesley Income Fund * Wellington Fund * Windsor Fund (c) * Windsor II
Variable Stock Fund One Monarch Place Springfield MA 01144 (617) 482-6500 (413) 784-6857 (413) 784-6860	* Variable Stock Fund
Venture Advisers LP 124 E Marcy St PO Box 1688 Santa Fe NM 87504 (800) 545-2098 (505) 983-4335	New York Venture Fund Retmt Planning Fund of America – Bd Retmt Planning Fund of America – Eq Venture Income Plus Venture Muni Plus
Voyageur Fund Distributors Inc 100 S Fifth St Ste 2200 Minneapolis MN 55402 (800) 553-2143 (612) 341-6748	+ Voyageur Granit Govt Sec Fund + Voyageur Granit Growth Stock + Voyageur Granit Insured T-E Fund + Voyageur MN Insured Fund + Voyageur MN Intermediate T-F Fund + Voyageur MN T-F Fund + Voyageur US Govt Sec Fund
Waddell & Reed Inc PO Box 418343 Kansas City MO 64141 (816) 283-4122	United Accumulative Fund United Bond Fund United Continental Income Fund United Gold & Government Fund United Government Sec Fund United High Income Fund United High Income Fund II United Income Fund United Intl Growth Fund United Muni High Income Fund United Municipal Bond Fund United New Concepts Fund United Retirement Shares United Science & Energy Fund United Vanguard Fund
Wade Fund Inc 5100 Poplar Ave Ste 2224 Memphis TN 38137 (901) 682-4613	* Wade Fund
Wall Street Mgmt Corp 641 Lexington Ave 21st Fl New York NY 10022 (800) 227-1547 (800) 522-8895 (212) 319-9400	Wall Street Fund
Wayne Hummer & Co 175 W Jackson Blvd Chicago IL 60604 (800) 621-4477 (US) (800) 972-5566 (IL) (312) 431-1700	* Wayne Hummer Growth Fund
Weiss Peck & Greer One New York Plaza New York NY 10004 (800) 223-3332 (212) 908-9582	* Tudor Fund * WPG Fund * WPG Growth Fund * WPG International Fund * Weiss Peck & Greer Funds Tr – WPG Govt * Weiss Peck & Greer Funds – WPG Div Inc
William Blair & Co 135 South LaSalle St Chicago IL 60603 (800) 635-2886 (800) 635-2840 (MA only) (312) 236-1600	* Growth Industry Shares
Winsbury Co (The) 33 North Third St Columbus OH 43215 (800) 255-9961 (800) 451-8371 (800) 548-5232 (800) 433-6884	* ASO Outlook Group Bond Fund * ASO Outlook Group Equity Fund * ASO Outlook Group Ltd Maturity Fund * ASO Outlook Group Regional Equity * Helmsman Disciplined Equity Port * Helmsman Growth Equity Port * Helmsman Income Equity Port * Helmsman Income Portfolio Parkstone Bond Fund Parkstone Equity Fund Parkstone High Income Equity Parkstone Interm Govt Oblig Fund Parkstone Ltd Maturity Bond Fund Parkstone Municipal Bond Fund Parkstone Small Cap Value Fund
Wood Struthers & Winthrop 140 Broadway New York NY 10005 (800) 225-8011	* Neuwirth Fund * Pine Street Fund + Winthrop Fixed Income Fund + Winthrop Growth Fund
Zweig/Glaser Advisers Group Inc 25 Broadway 12th Fl New York NY 10004 (800) 272-2700 (212) 361-1352	Zweig Ser Tr – Blue Chip Series Zweig Ser Tr-Bond – Debenture Series Zweig Ser Tr – Convert'ble Ser Zweig Ser Tr – Emerging Growth Ser Zweig Ser Tr – Govt Securities Ser Zweig Ser Tr – Ltd Term Government Zweig Ser Tr – Option Series Zweig Ser Tr – Priority Selection List Zweig T-F Fund Inc – Long-Term + Zweig T-F Fund Inc – Ltd Term

* No-load fund, + Low-load fund, (No symbol) Load fund, (c) Fund closed to new investment.

Mutual Funds Glossary

A

accrued interest: The interest due on a bond or other fixed-income security that must be paid by the buyer of the security to the seller.

annuity: A contract where the buyer (annuitant) pays a sum of money to receive regular payments for life or a fixed period of time.

asked price: The net asset value per share plus sales charge, if any. The asked price of a stock refers to the price at which the seller is willing to sell.

asset: Any item of value. Classifications include: tangible asset — an item that can readily be assigned a dollar value (hard assets, such as gold and silver, fall into this category); current asset — an item that can be turned into cash in a year or less; fixed asset — an item used for business, such as machinery; intangible asset — an item that cannot be readily assigned a dollar value, like the goodwill of a business.

automatic reinvestment: A plan that allows shareholders to receive dividend distributions in the form of new shares instead of cash.

automatic withdrawal: See check-a-month plan.

average maturity: The dollar-weighted average time between today and when investments in a portfolio mature, or are paid off.

B

back-end load: The fee paid when withdrawing money from a fund. See load.

balance sheet: A financial statement showing the dollar amounts of a company's or person's assets, liabilities and owner's equity.

balanced fund: A mutual fund which has an investment policy of "balancing" its portfolio, generally by including bonds, preferred stocks and common stocks.

bankers' acceptances (BAs): Short-term, non-interest-bearing notes sold at a discount and redeemed at maturity for full face value. Primarily used to finance foreign trade. BAs represent a future claim on a U.S. bank that provides lines of credit to U.S. importers. BAs are collateralized by the goods to be sold and are guaranteed by the importer's U.S. bank.

basis point: Term used to describe amount of change in yield. One hundred basis points equal 1 percent. An increase from 8 percent to 10 percent would be a change of 200 basis points.

bear market: A sustained period of falling stock prices usually preceding or accompanied by a period of poor economic performance known as a recession. The opposite of a bull market.

beta: Term used to describe the price volatility of securities. Standard & Poor's 500 Stock Index is assigned a beta of one; anything with a beta above one is considered to be more volatile than the Index; anything below one has less volatility than the S&P Index.

bid price: The price at which someone will buy a security. For a mutual fund, the price at which the fund's shares are bought back by the fund, usually the current net asset value per share.

blue chip: The common stock of a major corporation with a long, relatively stable record of earnings and dividend payments.

bond: A security representing debt; a loan from the bondholder to the corporation. The bondholder usually receives semiannual interest payments with principal being refunded at maturity.

bond fund: See fixed-income fund.

broker: A person in the business of effecting securities transactions for others, for a commission. There are two types of brokers: full service brokers who give advice, and discount brokers who do not give advice (the investor must do his own research).

bull market: A stock market that is characterized by rising prices over a long period of time. The time span is not precise, but it represents a period of investor optimism, lower interest rates and economic growth. The opposite of a bear market.

C

capital appreciation: An increase in value, such as in real estate, stock or bond prices.

capital gain: A long-term capital gain is a profit from the sale of a capital asset, such as a security, that has been held for over six months. A short-term capital gain is the profit from selling a capital asset in less than six months. Both are subject to federal tax at ordinary income rates.

capital loss: A loss from the sale of a capital asset. Up to $3,000 may be deducted in one year and if the loss is greater than the amount allowed for one year, it may be carried forward to future years until it is used up.

cash flow: The cash flow from an investment is the total of dividends, interest payments, realized profits and any return of principal you receive.

certificate: The actual piece of paper which certifies ownership of stock in a corporation. Mutual funds normally do not issue certificates, but rather issue confirmations of transactions and monthly statements.

certificate of deposit (CD): Generally, a short-term debt instrument certificate issued by commercial banks or savings and loan associations. (Euro CDs are issued by foreign branches of U.S. banks; Yankee CDs are issued by U.S. branches of foreign banks.)

check-a-month plan: An arrangement many open-end companies have which enables investors to receive fixed payments, usually monthly or quarterly. The actual payout is determined by the investor.

closed-end management company: A company that issues a fixed number of shares that usually must be traded in the securities market. Closed-end investment company (fund) shares are usually bought and sold through brokers.

collectible: A physical object which has value by virtue of its rarity, intrinsic or artistic value.

commercial paper (CP): Unsecured promissory notes of corporations and various financial institutions, with maturities of up to 270 days. Used as a money market instrument.

commission: The fee paid to a broker for buying or selling securities as an agent.

common stock: Securities that represent ownership in a corporation.

compound interest: Interest computed on the interest as well as the principal.

consumer price index (CPI): Index that analyzes the change in prices for consumer goods and services over time. Serves as a measure of inflation.

contingent deferred sales load (CDSL): The fee paid by the shareholder when fund shares are sold. The fee usually is reduced each year the shares are owned.

convertible securities: A bond, debenture or preferred stock that gives its owner the right to exchange that security for common stock or another type of security issued by the same company.

correction: Used in conjunction with a bull market. It is a sustained period of stock price declines in the midst of long-term rising stock prices. Corrections usually are followed by another period of rising stock prices. A major correction refers to a decline of 10 percent or more in the widely accepted stock market indexes.

coupon: A promise to pay interest when due, coupons are usually attached to a bond. In the past, people actually clipped coupons and deposited them for collection. Currently, nearly all bonds are registered and checks simply are sent to the registered owner of the bond. The term also refers to a bond's stated interest rate.

custodian: The organization which holds in custody and safekeeping the securities and other assets of a mutual fund or individual.

D

dealer: A person or firm who regularly buys and sells securities for others from his or her own account of securities. In contrast, a broker acts as an agent for others. Frequently, broker and dealer functions are synonymous.

debenture: A bond secured by the general credit of the corporation, and usually not secured by any collateral.

debt instrument: Any instrument that signifies a loan between a borrower and a lender.

declaration of dividends: Announcement by issuer of bonds or equities of their decision to make a payment to their shareholders. Some companies do this on a regular basis, while others may declare a dividend only when company earnings have reached a certain predetermined level. Many money funds declare dividends daily but pay monthly.

deep discount bond: A type of bond that is selling at a market price far below its par (face) value. The face value of a bond is usually $1,000.

default: Failure to pay principal and/or interest when due.

depreciation: The estimated decline in the value of property due to use, deterioration or obsolescence over a period of time.

discretionary accounts: An account in which an investment advisor or broker has the full right to buy and sell securities without consultation or authorization of the investor.

discount: The amount by which a preferred stock, bond or other security may sell below its face value.

distribution fee: Under the 12b-1 plan, a fund or fund family that does not have its own sales force is allowed to take a percentage of the assets as a fee to pay independent brokers for selling its fund(s).

distributions: Dividends paid from net investment income and payments made from realized capital gains of a mutual fund.

distributor: The principal underwriter — either a person or a company — that purchases open-end investment company shares directly from the issuer for resale to others.

diversification: The policy of spreading investments among a number of different securities to reduce the risk inherent in investing. Diversification may be among types of securities, different companies, different industries or different geographical locations.

diversified investment company: To be so classified, the Investment Company Act requires that 75 percent of a fund's assets be allocated so that not more than 5 percent of its total assets are invested in one company. In addition, it can hold no more than 10 percent of the outstanding voting securities of another company.

dividend: A payment declared by a corporation's board of directors, and made to shareholders, usually on a quarterly basis.

dollar cost averaging: Method of investing equal amounts of money at regular intervals regardless of whether the stock market is moving upward or downward. The theory is that the investor's average cost will be lower than if he invested larger amounts irregularly over the same amount of time.

Dow Jones Averages: Stock market indexes issued by the Dow Jones & Company to indicate changes in industrial, transportation, financial and composite groups of stocks.

E

equity: Represents stock ownership of a company.

equity fund: A mutual fund that invests primarily in stocks.

equity-income fund: A mutual fund whose primary objective is income. Its portfolio typically consists of high-yielding common stocks, preferred and convertible issues and bonds.

Eurodollars: U.S. dollars deposited in foreign branches of U.S. banks or foreign banks located outside the U.S.

exchange privilege: The right to take all or some of the shares of one fund and put them into another fund within the same family of funds. This is considered a sale and new purchase for tax purposes (same as a switching privilege).

ex-dividend date: The date on which stock is sold without dividend. Under the five-day delivery plan, buyers of the stock on the fourth business day preceding the stockholder of record date will not receive the declared dividend. Most stock exchanges operate on the five-day plan.

expense ratio: Annual expenses paid by the fund (including management fees, custodial fees, transfer agency fees, legal fees, investment advisory fees and distribution or "12b-1" fees) divided by average assets outstanding. The expense ratio does not include loads or commissions paid by the investor for buying or selling fund shares.

F

face value: The value that appears on the face of a bond, usually $1,000. This is the amount the issuing company will pay at maturity, but it does not necessarily indicate market price.

family of funds: A group of mutual funds managed by the same investment company. One company may manage several different funds, each with different objectives such as growth, income or tax-exempt funds.

FDIC (Federal Deposit Insurance Corporation): The federal agency which insures deposits up to $100,000 at member banks. FDIC also makes loans to buy assets from member banks to facilitate mergers or help prevent bank failures.

fiduciary: An individual or corporation who is entrusted with certain assets for a specified purpose. Also known as trustee, executor, guardian.

fixed annuity: An annuity contract that provides for fixed payments at regular intervals.

fixed-income fund: A mutual fund whose portfolio consists primarily of fixed-income securities or bonds. The fund's objective is normally income rather than capital appreciation.

401(k): A qualified employee benefit plan where employee contributions are made on a pretax basis. Both employer and employee contributions compound tax free until withdrawn.

front-end load: A sales charge for buying into a mutual fund.

FSLIC (Federal Savings and Loan Insurance Corporation): The federal agency established to insure funds on deposit (up to $100,000) at member S&Ls.

fully invested: One hundred percent invested position. All money is considered to be earning dividends, capital gains, interest or a mixture of any of these, in contrast to only a portion of the invested money having earning capabilities.

fund assets: The total market value of the assets invested by a fund.

fund representative: A federally licensed (registered) person qualified to give investors information about, and sell, a fund.

G

GNMA (Government National Mortgage Association): U.S. Government agency whose primary function is to buy mortgages or mortgage purchase commitments and to resell them at market prices to other investors. It also designs and issues new mortgage-backed securities. Also called "Ginnie Mae."

government securities: A general term that refers to any instruments of debt issued by the U.S. government.

gross income: Income before any deductions or expenses are subtracted.

growth fund: A mutual fund which has growth of capital as its primary objective, to be obtained principally through investments in common stocks with growth potential. This type of fund will primarily generate capital gains rather than pay dividends.

growth/income fund: A mutual fund whose objective is to provide both income and long-term growth.

H

high-yield bonds: See junk bonds.

holding company: A company that owns the majority of stock or securities of, as well as manages, one or more other companies.

I

illiquid: An asset that is difficult to quickly convert into cash.

immediate annuity: An annuity contract that starts making payments to the annuitant almost immediately — within one year of the contract's purchase.

income fund: See equity-income fund.

index: A mathematically derived number used as an indicator of trends in the market, for example, the Dow Jones Industrial Average.

inflation: The economic condition of rising prices for goods and services. It is characterized by an increasing volume of currency in circulation and a decline in the buying power of cash.

institutions-only funds: Mutual funds that allow only institutions like bank trust departments, corporations, stock brokers, depository institutions or pension funds to buy shares. Some funds which claim to be institutions-only will allow individuals to invest if they can meet the (usually high) minimum initial investment.

interest: Periodic payments made to a lender of money by the borrower for use of the money borrowed.

investment company: Generic term including mutual funds, unit investment trusts and other types of companies which sell their shares to the public and invest the proceeds according to stated investment objectives.

investment objective: The specific goal, such as long-term capital growth or current income, which the investor or mutual fund pursues.

IRA (Individual Retirement Account): A retirement plan that can be started by anyone who earns employment income. Investment earnings on IRA money is tax-deferred, usually until retirement at age 59½ or older. The tax deductibility of annual IRA contributions is limited to taxpayers who meet income guidelines defined in the Tax Code of 1986.

IRA rollover: The removal of IRA money from one trustee and placement of this money into another. A rollover involves the individual receiving the money and reinvesting it. Rollovers must be completed within 60 days and are only allowed once every twelve months.

IRA transfer: Movement of IRA funds from one trustee to another. The IRA investor does not receive the money; it goes directly into the other investment. A transfer is allowed at any time.

J

junk bonds: High-risk, non-investment quality bonds which usually offer above-average yields.

K

Keogh plan: A tax-qualified retirement program for self-employed individuals and their employees.

L

leverage: The use of borrowed money with invested funds to increase returns. The effect is to magnify profits or losses and increase the amount of risk.

liability: Any debt owed by a company or individual. Usually classified as a current liability (due in one year or less) or a long-term liability (due in over one year).

liquid: An asset that may be easily converted into cash or exchanged for other assets.

liquidate: To convert an asset into cash.

load: A portion of the offering price that goes towards selling costs such as sales commissions and distribution. A front-end load is the fee charged when buying into a fund. A back-end load or redemption fee is the fee charged when getting out of a fund.

long-term investment: For tax purposes, an investment held for over six months.

M

management company: A company that manages the day-to-day operations of a mutual fund. See open-end and closed-end management company. (Also called an investment company.)

management fee: The amount paid to the administrator and/or management company (who may also serve as an investment advisor) for service.

margin account: A brokerage account that allows an investor to buy or sell securities on credit. An investor can purchase additional securities against the value of cash and securities in the account.

margin, buying on: Buying securities on credit from a broker.

market order: An order to buy or sell a stated amount of a security at the best possible price as soon as it can be accomplished.

market price: The last reported price at which a security has been sold.

market rate: A general term used to describe the current interest rate on a given instrument.

maturity: The scheduled date for repayment of the principal amount of a debt instrument.

money market fund: Mutual fund which invests in short-term, relatively riskless money market instruments such as bank certificates of deposit, bankers' acceptances, commercial paper and short-term government securities.

money market instruments: Short-term debt instruments such as Treasury bills, repurchase agreements, bankers' acceptances, certificates of deposit and commercial paper.

moving average: A mathematical method for determining trends in the stock market or stock market indicators. A moving average is calculated by adding a series of values for a certain time period and dividing the total by the number of values added. For the next figure, the earliest value is dropped and the current one is added.

municipal bond fund: An open-end company or unit investment trust which invests in diversified holdings of federal tax-exempt securities issued by state, city and local governments.

municipal securities: Debt obligations issued by states, counties, cities, towns, school districts or other municipal agencies. The interest paid on these securities is generally exempt from federal income taxes and state and local taxes in the state of issuance.

mutual fund: An open-end or closed-end investment company which pools the money of its shareholders into one professionally managed account; investments are made in a wide variety of securities.

N

net asset value per share: The total market value of an investment company's shares — securities, cash and any accrued earnings — minus its liabilities, and then divided by the number of shares outstanding.

net income: Income less expenses and deductions.

no-load fund: A fund which does not charge sales fees. Investors purchase shares directly from the fund, rather than through an investment dealer or broker.

NOW account: Negotiable order of withdrawal account. An interest-bearing checking and savings account.

O

odd lot: The usual amount when buying shares of stock is 100 shares (a "round lot"). When you buy less than 100 shares it is called an odd lot; commissions vary with the number of shares bought.

offering price: The lowest price at which shares are offered for sale. (Also called asked price.)

open-end management company: An investment company that continuously sells and redeems shares, e.g., a mutual fund.

option: The right to buy (call option) or sell (put option) a fixed quantity of a security, at a stated price, within a specific amount of time.

option income fund: A mutual fund which sells options on the shares in its portfolio to increase its income.

ordinary income: Income taxed at the maximum rate schedule, such as employment income or income from a business.

over-the-counter: The nationwide network of brokers/dealers who buy and sell securities that, for the most part, are not listed on an exchange.

P

par value: See face value.

payroll deduction plan: An agreement between an employee and employer whereby the employer is authorized to deduct a stated amount from the employee's paycheck and invest it, usually in a specified mutual fund.

penny stock: Any stock that is very low-priced and often speculative.

periodic payment plan: An arrangement which allows an investor to purchase mutual fund shares periodically, usually with provisions for the reinvestment of income dividends and the acceptance of capital gains distributions in additional shares.

portfolio: The total investment holdings owned by an investment company or an individual.

preferred stock: A class of stock that has prior claim on dividends before common stockholders. In the event of corporate liquidation, preferred stockholders have a prior claim on assets over common shareholders.

premium: The amount by which a bond, preferred stock or other security sells above its face value.

profit: The amount earned when the selling price is higher than the cost.

prospectus: The official written statement which describes a mutual fund, or any security, and offers it for sale. In the case of a fund, the prospectus contains information required by the Securities and Exchange Commission on: investment objectives and policies, services, investment restrictions, officers and directors, procedure to buy and sell shares, fees and financial statements.

proxy: The written transfer of voting rights to someone who will then vote according to the wishes of the shareholder. Usually done if the shareholder cannot be present at the stockholders' meeting.

Q

qualified retirement plan: A private retirement plan that meets the rules and regulations of the Internal Revenue Service. Contributions to a qualified retirement plan are, in most cases, tax-deductible and earnings on such contributions are always tax-sheltered until retirement. Most company pension plans are qualified retirement plans, as are IRAs, Keoghs, 401(k) and 403(b) plans.

R

record date: The date by which mutual fund (or other security) holders must be registered as share owners in order to receive a forthcoming distribution such as dividends or capital gains.

redeem: To buy back shares from the present owner. See redemption price.

redemption fee: See back-end load; load.

redemption price: The amount per share a mutual fund shareholder receives when he cashes in his shares (also known as "liquidating price" or "bid price"). The value of the shares depends on the market value of the company's portfolio securities at the time.

reinvestment privilege: A service provided by most mutual funds for the automatic purchase of additional shares with the shareholder's dividends and capital gains distributions.

repurchase agreement (repo): A financial transaction in which one party "purchases" securities for cash and a second party simultaneously agrees to "buy" them back in the future at specified terms.

return on investment: Percent gain including reinvestment of capital gains and dividends, if any.

risk: The chance or possibility of loss associated with a particular investment.

rollover: Reinvestment of funds into a similar investment. With retirement plans, a rollover occurs when assets from one type of qualified plan are moved to another.

round lot: The accepted standard number of shares (100) used to trade stocks. It is also the number of shares to which prevailing broker commission rates apply.

S

sales charge: The amount charged in connection with public distribution of fund shares. It is added to the net asset value per share in computing the offering price and is paid to the dealer and underwriter.

SEC (Securities and Exchange Commission): An independent agency of the U.S. government which administers the various federal securities laws for the protection of the shareholder.

SEP (Simplified Employee Pension): A qualified employee retirement plan where the employer makes contributions to the employees' IRAs.

series funds: A broad range of funds offered by a fund family. Each fund has its own investment philosophy whereby it invests in only certain industries or companies.

short-term investment: An investment of less than one year. For tax purposes, short-term is now considered less than six months.

signature guarantee: A required signature by a fiduciary representative (banker or broker) to verify the identity of the shareholder.

single premium variable life (SPVL): Similar to single premium whole life except that a portion of the premium payment may be invested in the financial markets, usually through a separate series of mutual funds.

single premium whole life (SPWL): Purchased with a one-time payment. The death benefit can grow with the policy's cash value and interest earned on the cash investment is not taxed. Death benefits are exempt from federal income taxes.

SIPC (Securities Investor Protection Corporation): A corporation backed by federal guarantees that provides protection for customers' cash and securities which are on deposit with a SIPC member firm, should the firm fail.

specialized mutual fund: A fund that focuses on a particular segment of the market and has a philosophy or stipulation the fund must follow or meet when investing.

speculative: Considered to have a high degree of risk.

stock dividend: A dividend paid in securities rather than cash.

stock split: An increase in the number of shares outstanding through the issuance of new shares to existing shareholders. Often designed to lower the cost of a share, making it more attractive. In the case of a 2-for-1 split, shareholders receive one additional share for each one held. In effect, it is like a 100 percent stock dividend from the investor's point of view and does not affect a shareholder's proportional interest in the company.

switch: See exchange privilege.

T

tax avoidance: Legal actions that may be taken to reduce or eliminate tax liabilities.

tax-deferred: Income on which a tax is levied only when it is distributed.

tax-exempt fund (tax-free fund): A mutual fund whose portfolio consists of securities (usually municipal bonds or money market obligations) exempt from federal income tax.

tax-exempt securities: Usually refers to municipal bonds and other obligations that are exempt from federal taxes. Some municipal bonds, known as double exempt bonds, are also exempt from state taxes depending on the state laws where the bond was issued and where the buyer of the bond resides.

tax shelter: An investment used for deferring, eliminating or reducing taxes.

technical analysis: The study of internal movements of the stock market such as patterns of price movements, in an effort to forecast the future direction of the stock market.

total return: A performance calculation which includes the fund's percentage change in net asset value plus the value of capital gains and dividends distributed over a given time period.

Treasury bill (T-bill): Short-term debt issued by the U.S. government at a discount from its face value. Maturities are three months, six months and one year. Minimum order is $10,000 with subsequent multiples of $5,000.

Treasury bond: Debt obligation issued by the U.S. government with a maturity ranging from ten to thirty years and with $1,000 as the lowest denomination.

Treasury note: Debt obligation issued by the U.S. government with a maturity between one year and ten years. Lowest denomination issued is $1,000.

trustee: The institution which maintains administrative control over another's assets: a commercial bank, savings and loan association, mutual savings bank, trust company or stockbroker.

Truth-in-Lending Law: A federal law stating lenders must specify the terms and conditions of the loan to the borrower.

turnover ratio: The extent to which a fund's portfolio is turned over or replaced entirely in a one-year period.

12b-1 plan: A plan created by the SEC that allows a fund to use shareholder money to pay marketing and distribution expenses.

U

unit investment trust (UIT): A type of mutual fund that buys a fixed number of debt or fixed-income obligations and sells them to investors in units. The portfolio is not actively managed and is liquidated after a specified amount of time.

V

variable annuity: An insurance annuity contract under which the dollar payments received are not fixed but fluctuate with the market. Most frequently, investors will have a choice of stock, money or bond funds.

variable life insurance: In contrast to straight life insurance policies, variable life lets you direct some or all of the cash value into the financial markets, most commonly through mutual funds.

W

wash sale: For tax purposes, a wash sale occurs if securities (or options to buy them) are purchased within 30 days before or after the sale of substantially the same securities. The loss on the sale of the original securities may not be taken for tax purposes in such cases.

whole life insurance: Often called traditional life. Purchasers pay a fixed annual premium for a fixed death benefit and a cash value which grows at an interest rate determined by the insurer.

wire transfer: Use of a bank to send money to a fund or vice versa.

withdrawal plan: A mutual fund plan that allows a specified amount of money to be withdrawn at specified intervals.

Y

yield: Income earned from investments, usually expressed as a percentage of market price.

yield curve: The relationship between interest rates (or the current yield of the security) to the maturity of a security. May be used to forecast the future direction of interest rates.

Z

zero-coupon bond: A bond sold at a deep discount on which no periodic interest payments are made prior to maturity. Payment of principal at maturity provides an effective yield on the amount for which it was purchased.

Notes

Worksheet for IRA Recordkeeping

Name of Fund ______ Type of Fund ______ Account Number

Address ______ Telephone

Fund Shareholder ______ Remarks

Maximum deduction: Estimated $________ Actual $________

IRA	Date	Contributions	Withdrawals	Rolled over or Transferred from	Year-to-date Contributions*	Year-to-date Withdrawals*

* Do not reflect trustee-to-trustee or plan-to-IRA transfers in these columns.

Worksheet for IRA Recordkeeping

Name of Fund Type of Fund Account Number

Address Telephone

Fund Shareholder Remarks

Maximum deduction: Estimated $________________ Actual $________________

IRA	Date	Contributions	Withdrawals	Rolled over or Transferred from	Year-to-date Contributions*	Year-to-date Withdrawals*

* Do not reflect trustee-to-trustee or plan-to-IRA transfers in these columns.

Worksheet for Mutual Fund Recordkeeping

Name of Fund Type of Fund Account Number

Address Telephone

Fund Shareholder Remarks

Purchase and Sale Record

Purchase Date	NM,RD RCG[1]	Sale Date	# of Shares	Price per Share	Cost or $ Received This Trade	Total # of Shares Owned[2]	Total Investment[2]

(1) Note whether today's purchase reflects New Money, Reinvested Dividends or Reinvested Capital Gains.

(2) Your total after today's purchase or sale.

Worksheet for Mutual Fund Recordkeeping

Name of Fund
Type of Fund
Account Number

Address
Telephone

Fund Shareholder
Remarks

Purchase and Sale Record

Purchase Date	NM,RD RCG[1]	Sale Date	# of Shares	Price per Share	Cost or $ Received This Trade	Total # of Shares Owned[2]	Total Investment[2]

(1) Note whether today's purchase reflects New Money, Reinvested Dividends or Reinvested Capital Gains.

(2) Your total after today's purchase or sale.

Notes

Donoghue's Market Index Guide

Donoghue's Market Index Guide is a tool to help you make investment decisions. The Guide consists of three widely recognized indexes of the stock and bond markets. For example, the well-known S&P 500 is a stock market index that represents 500 of the largest industrial, railroad, utility and financial stocks in the U.S.

How are these indexes useful to you? They let you compare the annual performance of a particular fund with the appropriate index. You can see if the fund outperformed or underperformed the index. Try it yourself. Separate the indexes at the perforations and hold the appropriate index against the fund's year-to-year performance in the Almanac (on the left page).

In Table 4 growth funds, growth/income funds and equity-income funds can be compared to the S&P 500. Fixed-income funds and balanced funds can be compared to the Salomon Brothers' Corporate Bond Index. The EAFE (Europe, Australia and the Far East) Index is used for the global/international stock funds.

You can see easily how a fund's performance stacks up. If the fund consistently has outperformed the appropriate index, it is probably well managed and would be a good investment. The opposite also is often true. If the fund outperforms in the good years, but does significantly worse in the poor years, it is more volatile than the underlying market. Some mutual funds may be more stable performers than the index — underperforming somewhat in up markets but outperforming in poorer markets.

Of course, these are generalities. In considering any mutual fund investment, you should measure past performance, but remember that this is no guarantee of future results. Carefully assess how well the mutual fund matches your investment objectives and always read the prospectus carefully before you invest.

EAFE (Europe, Australia & Far East) Index — Morgan Stanley Capital International Annual Return %	*(return %)*	24.4	-1.0	-0.9	24.6	7.9	56.7	66.8	25.2	28.9	10.8
	(year)	1980	1981	1982	1983	1984	1985	1986	1987	1988	1989

International stock funds

Donoghue's Market Index Guide

Salomon Brothers' Corporate Bond Index Annual Return %	*(return %)*	-2.7	-1.2	42.5	6.3	16.9	30.1	19.9	-0.3	10.7	14.0
	(year)	1980	1981	1982	1983	1984	1985	1986	1987	1988	1989

Fixed-income, balanced funds

Donoghue's Market Index Guide

Standard & Poor's 500 Index Annual Return %	*(return %)*	32.5	-5.0	21.6	22.5	6.2	31.7	18.6	5.2	16.5	31.6
	(year)	1980	1981	1982	1983	1984	1985	1986	1987	1988	1989

Growth, growth/income, equity-income funds

Donoghue's Market Index Guide

Fold

Fold

MFA/21

In a continuing effort to improve *Donoghue's Mutual Funds Almanac*, we would appreciate your taking a few minutes to complete our survey. **All answers are optional,** but improvements can be made with your input. This survey is anonymous, and all individual replies will be held in strict confidence. This form folds into a convenient postage-paid reply card. Thank you for your help.

1. **Where do you reside?**

☐ **Northeast**
☐ **Southeast**
☐ **Midwest**
☐ Southwest
☐ West
☐ Outside U.S.A.

2. **What is your estimated annual income?**

☐ **Less than $20,000**
☐ **$20,001–$40,000**
☐ **$40,001–$60,000**
☐ $60,001–$100,000
☐ $100,001–$250,000
☐ $250,001 +

What percentage of your income is:

employment ________% investment ________%

3. **What is your age?** ________

Are you retired? ☐ Yes ☐ No

4. **Sex:** ☐ Male ☐ Female

5. **How many of these do you actively invest in (please check as many as apply)?**

☐ **Stock Mutual Funds**
☐ **Money Market Funds**
☐ **Bank Certificates of Deposit (CDs)**
☐ **Stocks**
☐ **Government Bonds (T-bills, etc.)**
☐ **Municipal Bonds (Tax-free)**
☐ **Corporate Bonds**
☐ **Fixed-Income (Bond) Funds**
☐ **Real Estate**
☐ **Precious Metals**
☐ **Tax-advantaged Investment(s)**
☐ **Annuities**
☐ **Single Premium Whole Life Insurance**
☐ **Other** ____________________

____

Fold

6. How much money do you have invested in mutual funds? ________

7. If you are a mutual fund investor, are your investments in:

☐ No-Load Mutual Funds
☐ "Low"-Load Mutual Funds
☐ Load Mutual Funds
☐ Combination of the above.

If you are a mutual fund investor, how many times in the past year did you alter your holdings among various fund types (stock, money market, bond, etc.)? ________

8. This Almanac was purchased for:

☐ Personal use
☐ Company use

9. How many investors read this copy of the Almanac? ________

10. Please rate (#1 being most useful, #10 being least useful) the following sections of this Almanac.

___ How To Use Donoghue's MUTUAL FUNDS ALMANAC
___ What Is A Mutual Fund?
___ Selecting A Mutual Fund
___ Mutual Fund Fees
___ Buying, Selling And Switching
___ Reading The Prospectus
___ Other Considerations
___ No Time Or Energy? Try A DiscountBroker
___ Mutual Funds And Taxes
___ Investment Strategies

11. Please rate (#1 being most useful, #8 being least useful) the tables found in this Almanac.

___ Funds & Distributors (Table 1)
___ Top 10 Funds By Fund Type (Table 2)
___ Top 50 Funds (Table 3)
___ Individual Fund Information (Table 4)
___ New Funds (Table 5)
___ Funds With Limited Information (Table 6)
___ Funds That Changed Names Merged, Split Or Liquidated (Table7)
___ Distributors & Funds (Appendix)

12. Would you like to learn more about:

☐ Fixed-Income Funds
☐ Tax-Exempt Bond Funds
☐ Balanced Funds
☐ Equity Income Funds
☐ Growth/Income Funds
☐ Growth Funds
☐ Global/International Funds
☐ Precious Metals/Gold Funds

13. Do you subscribe to any financial newsletters?

☐ Yes ☐ No

If yes, which one(s) ____________________

____

14. We would like to hear any additional comments you would like to share with us. If you need additional space, please use reverse side where indicated.

____________________ ⇨

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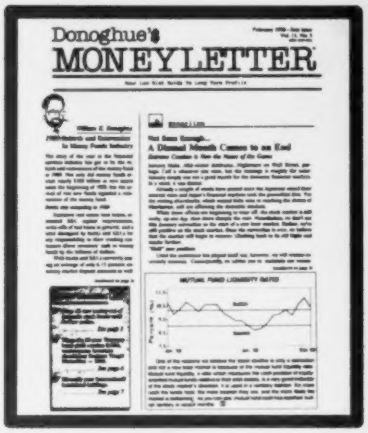
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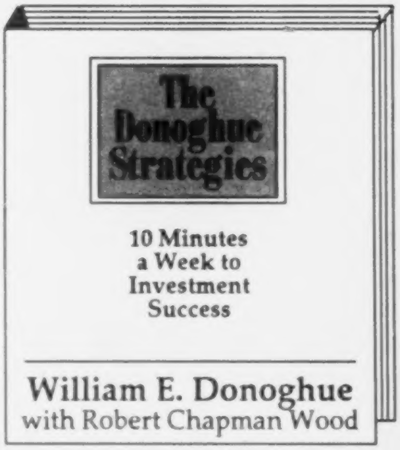
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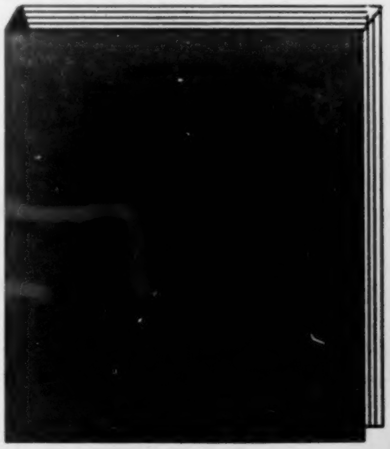

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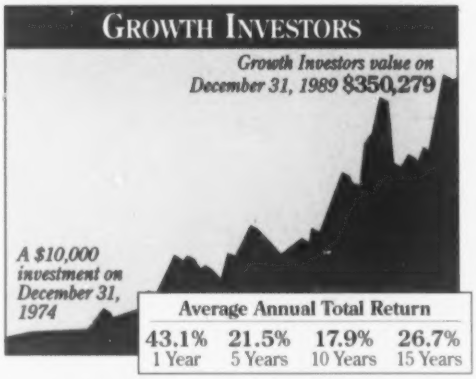
There's been no guesswork involved in the success we've achieved for our shareholders ...just hard work, combined with a disciplined investment strategy that we have consistently applied over the years.

Our strategy is simple: we invest in good companies—companies with accelerating growth—and we stay *fully* invested in them, regardless of what the market is doing. Some people say it's risky to stay fully invested. But just look at our record. We think it's riskier to hold cash and miss investment opportunities.

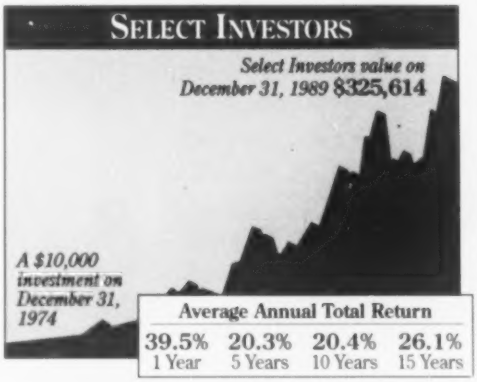
We'd like to bring you **up-to-date** with our performance. Call today for a **current** *Review of Investment Results.* We'll also send you complete information about Twentieth Century Investors' family of no-load funds in a free prospectus, which will include charges and expenses. Please read the prospectus carefully before investing.

GROWTH INVESTORS



Average Annual Total Return			
43.1%	21.5%	17.9%	26.7%
1 Year	5 Years	10 Years	15 Years

SELECT INVESTORS



Average Annual Total Return			
39.5%	20.3%	20.4%	26.1%
1 Year	5 Years	10 Years	15 Years

Call toll-free:
1-800-345-2021

TWENTIETH CENTURY® INVESTORS INC.

P.O. Box 419200
Kansas City, MO 64141-6200

Data quoted represents past performance. Investment return and principal value will fluctuate, and redemption value may be more or less than original cost. Performance results assume reinvestment of all distributions.

No-Load Mutual Funds

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